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DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

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RETAIL SALES

IN

CANADA

JANUARY 1938

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RETAIL SALES IN CANADA, JANUARY, 1938

(Indexes of Value)

The value of Canadian retail sales declined slightly during January compared with January, 1937. The unadjusted general index, based on monthly returns from 308 firms in 13 lines of business, was 61.5 for January, 1938, and 62.8 for January, 1937, a decrease of 2.1 per cent.

When adjustments are made for differences in the number of working days and for seasonal variations, average daily sales during January registered 2.0 per cent higher than for the same month a year ago. The adjusted index numbers were 75.3 and 73.8 for January, 1938, and January, 1937, respectively.

Unadjusted index numbers indicate improvement over last January for three out of thirteen kinds of business covered. Hardware store sales gained 15.1 per cent; women's clothing, 4.2 per cent, and music and radio, 3.9 per cent. Declines shown for the other groups were small, ranging from 1.0 per cent for department stores to 9.1 per cent for candy stores.

Department Store Sales by Departments, Comparison of January, 1937 and 1938

Sales of the 20 departmental firms which reported January sales by principal departments declined 0.8 per cent in January of this year compared with last.

Hosiery and gloves advanced 5.3 per cent; girls' and infants' wear was up by 4.1 per cent, and women's dresses, coats and suits gained 1.1 per cent. Smallwares gained 2.0 per cent; household appliances, 1.7 per cent, and the miscellaneous group, 10.1 per cent. All other departments registered declines. Men's and boys' clothing was down 4.6 per cent; furniture, 4.4 per cent, and shoes, 2.7 per cent. Radio and musical instruments were down by 15.3 per cent, this loss being in continuation of percentage declines recorded in all corresponding-month comparisons since May, 1937.

Department Store Sales by Departments, Annual Totals for 1936 and 1937

A table giving a comparison of department store sales by departments for corresponding months of consecutive years has been included in this monthly report on retail sales since the beginning of 1937. Annual figures for those firms reporting for all months of 1936 and 1937 have been totalled and the results are shown on page 7.

Sales of those departmental firms included in this comparison were $231,116,853 for 1937 or 5.8 per cent above the $218,510,435 for 1936. Results for different departments reveal considerable variations from this average. Household appliances and electrical supplies made the best showing with a gain of 18.8 per cent, and this was followed by furniture with a 15.7 per cent increase, while home furnishings were up by 11.5 per cent. Increases for the radio and music department in the earlier months of the year were more than offset by decreases apparent in the corresponding-month comparisons for all months from June onwards, resulting in a net decrease of 8.6 per cent in the annual figures.

Gains in various divisions of the apparel trade were fairly uniform at 5.3 per cent for shoes and other footwear, 4.6 per cent for men's and boys' clothing and furnishings, and 4.0 per cent for women's and children's apparel. Piece goods were up 2.9 per cent. Results for other departments are shown in the table.

Index Numbers of Department Store Sales by Economic Divisions

The index of department store sales for Canada declined 1.0 per cent during January compared with January a year ago. British Columbia sales advanced 4.8 per cent and Quebec sales, 4.3 per cent. Sales of Ontario stores dropped 2.4 per cent, while figures for the Prairie Provinces and the Maritime Provinces declined 4.2 per cent and 7.6 per cent respectively.

Index Numbers of Grocery and Meat Store Sales by Economic Divisions

A 3.4 per cent decline in grocery and meat store sales for Canada was shown for anuary compared with January a year ago. The general downward trend was reversed in lberta, where a gain of 8.9 per cent was recorded. Manitoba sales decreased 16.3 per ent; British Columbia figures were down 11.1 per cent, while a 10.0 per cent drop was hown for Saskatchewan. Smaller percentage decreases were shown for Quebec and Ontario, here sales totals were 3.1 per cent and 2.0 per cent lower than for January, 1937.

Index Numbers of Hardware Store Sales by Economic Divisions

Very substantial advances in the Maritime Provinces, Quebec, Ontario and the rairie Provinces, with a smaller gain in British Columbia, resulted in a 15.1 per cent ain for hardware store sales in Canada during January compared with January, 1937. The ollowing percentage gains are shown: Maritime Provinces, 21.5 per cent; Ontario, 18.8 er cent; Quebec, 14.7 per cent; Prairie Provinces, 10.6 per cent, and British Columbia, .6 per cent.

Index Numbers of Variety Store Sales by Economic Divisions

A 1.6 per cent decrease compared with last January was shown for variety store ales for Canada. Gains of 19.0 per cent for Alberta, 9.4 per cent for Manitoba, 6.3 per ent for British Columbia, 0.8 per cent for the Maritime Provinces, and 0.2 per cent for uebec, were offset by declines of 5.1 per cent for Ontario and 8.6 per cent for Saskat-hewan.

Corresponding-Month Comparison of Retail Sales in Canada, by Kinds of Business

	December, 1937			January, 1938		
	+ or - p.c. compared with			+ or - p.c. compared with		
	Dec., 1930	Dec., 1936	Nov., 1937	Jan., 1930	Jan., 1937	Dec., 1937
General Index	- 8.2	+ 7.5	+38.1	-34.4	- 2.1	-46.9
Boots and Shoes	- 1.3	+16.8	+78.5	-34.8	--	-65.9
Candy	-26.9	+ 3.3	+140.9	-52.8	- 7.6	-66.3
Men's Clothing	+ 5.1	+ 4.9	+20.4	-37.2	- 7.0	-57.5
Women's Clothing	- 8.4	+ 5.9	+118.5	-39.8	+ 4.2	-67.3
Departmental	- 7.7	+ 5.4	+45.4	-38.5	- 1.0	-57.6
Drugs	- 9.0	+ 6.0	+29.0	-24.3	- 3.8	-24.1
Dyers and Cleaners	- 7.6	- 2.0	+ 3.2	-36.5	- 5.8	-33.1
Furniture	-13.5	- 2.1	+ 5.2	-34.2	- 9.1	-45.9
Groceries and Meats	- 2.8	+15.8	+24.6	-27.7	- 3.4	-24.7
Hardware	-16.1	+ 6.6	+10.4	-30.3	+15.1	-44.5
Music and Radio	-54.3	+ 0.8	+ 9.7	-54.5	+ 3.9	-38.8
Restaurants	-40.4	- 4.3	+ 3.0	-51.1	- 3.4	-10.8
Variety	+ 1.2	+ 2.9	+99.3	-11.5	- 1.6	-67.8

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index (308 Firms)			Boots and Shoes (17 Chains)			Candy (8 Chains)			Men's Clothing (16 Chains)			Women's Clothing (13 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
January, 1929 ...	94.7	93.9	111.8	91.5	91.6	138.7	88.8	87.9	117.2	130.5	130.0	197.0	83.3	82.9	120.2
January, 1930 ...	93.7	92.4	110.0	67.5	67.2	101.9	84.6	83.2	110.9	78.0	77.1	116.9	74.9	74.0	107.3
January, 1931 ...	80.1	76.4	91.0	66.1	62.2	94.2	68.4	64.1	85.4	57.2	53.8	81.5	57.6	54.2	78.5
January, 1932 ...	66.3	65.5	77.9	63.5	61.6	93.3	61.0	58.8	78.4	45.4	44.3	67.2	53.1	51.8	75.1
January, 1933 ...	54.7	56.2	66.9	45.1	46.8	70.9	46.0	47.1	62.8	41.4	42.8	64.8	41.2	42.5	61.6
January, 1934 ...	57.7	57.6	68.5	45.4	45.8	69.3	47.5	47.1	62.8	36.9	37.0	56.0	41.9	41.9	60.7
January, 1935 ...	57.8	57.3	68.3	43.9	43.9	66.5	39.8	39.4	52.5	44.8	44.6	67.6	38.3	38.1	55.3
January, 1936 ...	58.5	57.7	68.6	40.8	40.7	40.8	44.7	43.9	58.6	47.1	46.6	70.6	39.8	39.3	57.0
January, 1937 ...	62.8	62.0	73.8	44.0	42.7	64.7	43.2	41.7	55.6	52.7	51.5	78.0	43.3	42.2	61.2
January, 1938 ...	61.5	63.3	75.3	44.0	45.3	68.7	39.9	38.8	51.7	49.0	50.8	77.0	45.1	46.6	67.6
1937															
January	62.8	62.0	73.8	44.0	42.7	64.7	43.2	41.7	55.6	52.7	51.5	78.0	43.3	42.2	61.2
February	61.6	65.7	75.5	43.4	46.2	72.1	55.3	60.0	65.2	45.9	48.8	78.6	44.1	46.8	68.8
March	73.3	73.8	75.3	62.8	63.3	71.9	85.3	84.7	65.2	70.0	71.2	71.2	59.5	60.4	65.7
April	79.5	78.5	78.5	81.2	80.9	77.8	47.7	48.4	56.9	82.9	81.9	71.3	71.8	70.9	65.6
May	83.4	82.5	78.6	97.7	94.8	81.0	62.0	60.3	61.5	85.0	83.1	71.0	71.3	69.6	63.3
June	82.0	81.9	81.1	113.1	114.0	85.7	44.9	45.8	59.5	82.6	82.6	71.2	76.4	76.3	63.6
July	74.0	70.4	78.3	81.0	76.3	74.8	50.8	47.5	55.9	63.2	59.5	70.0	69.7	65.5	70.5
August	68.8	68.9	79.2	59.2	59.4	71.6	50.1	51.3	52.4	49.3	49.7	71.0	51.7	52.1	68.5
September	81.1	82.8	81.2	82.8	85.5	88.2	55.2	56.1	60.3	76.7	78.2	85.1	61.2	62.3	69.2
October	90.3	86.3	80.7	87.8	82.7	85.2	59.3	57.1	60.1	110.7	104.3	84.1	70.7	66.4	69.2
November	83.9	84.0	79.3	72.4	72.8	67.4	49.2	50.4	58.5	95.8	96.6	77.3	63.2	63.6	68.4
December	115.9	118.3	89.0	129.2	137.3	97.4	118.5	126.4	68.0	115.3	120.1	93.8	138.1	143.6	77.6
1938															
January	61.5	63.3	75.3	44.0	45.3	68.7	39.9	38.8	51.7	49.0	50.8	77.0	45.1	46.6	67.6

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental (36 Firms)			Drugs (24 Chains)			Dyers and Cleaners (7 Chains)			Furniture (26 Firms)			Groceries and Meats (34 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
January, 1929 ...	89.1	88.0	110.0	101.1	99.1	103.2	69.2	68.2	96.1	86.4	85.6	115.7	99.1	99.1	102.2
January, 1930 ...	92.0	90.5	113.2	99.5	97.3	101.3	72.0	70.9	99.9	80.9	80.1	108.2	106.6	105.4	108.7
January, 1931 ...	75.1	73.0	91.2	94.7	90.5	94.3	69.6	68.5	96.5	68.6	66.4	89.8	95.4	88.9	91.6
January, 1932 ...	61.5	62.2	77.8	83.4	81.3	84.7	51.1	52.3	73.6	53.0	53.1	71.8	79.3	76.6	79.0
January, 1933 ...	51.7	53.1	66.4	70.5	70.9	73.9	44.5	45.5	64.1	32.4	33.2	46.7	66.7	69.1	71.2
January, 1934 ...	56.1	55.6	69.5	70.0	69.0	71.9	53.0	52.1	73.4	43.7	43.2	63.6	70.8	71.4	73.6
January, 1935 ...	54.1	53.4	66.7	72.1	70.6	73.6	51.7	50.8	71.6	43.8	43.4	65.7	71.7	71.7	73.9
January, 1936 ...	53.6	52.7	65.9	72.6	70.9	73.8	51.9	51.0	71.8	46.9	46.4	70.3	75.2	74.2	76.5
January, 1937 ...	57.2	57.8	72.3	78.3	76.2	79.4	48.5	49.6	69.8	58.5	58.6	88.8	79.8	77.0	79.3
January, 1938 ...	56.6	58.1	72.6	75.3	74.0	77.0	45.7	46.7	65.7	53.2	54.6	82.7	77.1	79.9	82.3
1937															
January	57.2	57.8	72.3	78.3	76.2	79.4	48.5	49.6	69.8	58.5	58.6	88.8	79.8	77.0	79.3
February	58.6	62.4	74.3	75.6	82.0	81.1	49.4	52.6	75.1	68.2	72.5	87.4	74.4	78.9	80.6
March	70.8	70.5	72.7	81.1	80.0	79.2	70.5	69.2	69.2	78.1	77.3	88.9	82.5	84.7	84.7
April	77.6	76.3	80.3	77.1	77.7	78.5	96.7	95.0	73.1	99.3	98.3	84.0	84.5	83.4	81.0
May	79.9	80.8	79.2	76.5	75.2	78.3	105.6	107.9	86.3	111.2	111.3	88.4	87.1	84.0	79.2
June	80.5	79.8	82.3	77.6	78.5	77.8	109.4	107.5	96.9	93.3	92.3	93.3	83.4	83.9	83.9
July	62.6	60.9	76.1	80.3	76.7	79.0	81.6	80.2	81.8	75.1	72.7	93.2	87.9	81.7	83.4
August	64.8	64.2	80.3	78.6	79.1	80.7	76.0	74.6	77.7	88.5	87.6	87.6	75.3	76.4	83.0
September	80.9	82.8	79.6	78.4	79.3	80.9	94.8	96.8	80.0	102.5	105.1	87.6	84.8	86.3	86.4
October	94.0	91.4	79.5	84.0	82.6	83.4	79.3	77.9	70.2	103.8	100.4	89.7	91.1	84.7	84.7
November	91.9	91.1	79.9	76.9	78.3	78.3	66.2	65.0	72.3	93.4	92.4	91.5	82.2	83.5	84.3
December	133.6	133.4	87.8	99.2	96.0	84.9	68.3	67.1	87.2	98.3	93.7	89.8	102.4	108.2	101.1
1938															
January	56.6	58.1	72.6	75.3	74.0	77.0	45.7	46.7	65.7	53.2	54.6	82.7	77.1	80.2	82.7

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware (94 Firms)			Music and Radio (9 Chains)			Restaurants (12 Chains)			Variety (12 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C
January, 1929 ...	82.5	81.2	128.9	126.2	124.3	138.1	105.9	103.9	111.7	74.0	74.1	110.6
January, 1930 ...	73.3	72.2	114.7	105.4	103.8	115.4	104.6	102.3	110.0	68.6	68.5	102.2
January, 1931 ...	61.1	60.2	95.5	86.0	84.7	94.1	87.2	84.5	90.8	69.2	65.2	97.3
January, 1932 ...	49.6	50.8	82.0	53.7	55.0	63.2	67.7	66.4	71.4	62.9	61.1	91.2
January, 1933 ...	32.4	33.2	55.4	29.4	30.2	35.9	54.4	54.1	58.2	54.2	56.0	83.6
January, 1934 ...	37.5	36.9	63.7	30.2	29.8	35.9	51.2	50.3	54.0	54.9	55.2	82.4
January, 1935 ...	39.1	38.6	67.6	37.2	36.7	44.2	49.0	48.1	51.7	53.2	53.3	79.5
January, 1936 ...	39.0	38.3	68.3	43.2	42.6	51.4	50.4	49.3	53.0	53.4	53.3	79.6
January, 1937 ...	44.4	45.3	82.4	46.2	47.4	57.1	52.9	51.9	55.8	61.7	59.9	89.4
January, 1938 ...	51.1	52.2	94.9	48.0	49.3	59.4	51.1	50.3	54.0	60.7	62.8	93.8
1937												
January	44.4	45.3	82.4	46.2	47.4	57.1	52.9	51.9	55.8	61.7	59.9	89.4
February	42.2	44.9	80.2	47.1	50.4	57.9	50.7	55.1	57.3	62.8	66.9	90.3
March	61.4	60.3	86.2	46.7	46.1	56.2	57.1	56.1	57.8	79.6	80.4	96.9
April	92.1	90.4	87.0	50.9	50.3	62.1	56.2	56.7	56.2	80.1	79.9	89.8
May	113.5	115.8	85.2	54.0	55.5	63.8	54.2	53.4	53.4	98.7	95.9	92.2
June	106.0	104.1	87.5	44.4	43.8	61.7	53.4	54.2	53.6	100.5	101.1	98.2
July	96.5	94.7	86.1	37.5	37.0	56.9	56.7	55.0	53.4	101.7	95.9	95.9
August	90.3	89.[illegible]	86.6	34.1	33.6	44.3	58.4	58.1	54.8	85.2	85.7	93.1
September	102.8	104.[illegible]	87.[illegible]	61.1	62.7	45.8	56.8	57.6	54.9	89.8	92.5	95.4
October	96.7	95.0	82.6	65.8	65.0	49.2	56.3	55.3	55.3	102.5	96.6	92.0
November	83.4	81.8	81.8	71.5	70.5	50.0	55.2	55.9	58.3	94.5	95.0	94.1
December	92.1	90.4	80.7	78.4	77.4	49.0	57.3	56.1	55.0	188.2	200.4	108.3
1938												
January	51.1	52.2	94.9	48.0	49.3	59.4	51.1	50.3	54.0	60.7	62.8	93.8

DEPARTMENTAL STORE SALES IN CANADA BY SELECTED DEPARTMENTS(x)

January, 1937, and January, 1938

	January, 1937	January, 1938	% Change, 1938/37
	$	$	
TOTAL SALES, ALL DEPARTMENTS	13,900,731	13,791,323	- 0.8
1. Women's dresses, coats and suits	1,091,865	1,104,226	+ 1.1
2. Girls' and infants' wear	308,048	320,637	+ 4.1
3. Hosiery and gloves	467,617	492,581	+ 5.3
4. Lingerie and corsets	692,155	672,596	- 2.8
5. Millinery	104,814	103,950	- 0.8
6. Women's and children's apparel - (Total 1 - 5)	2,664,499	2,693,990	+ 1.1
7. Men's and boys' clothing and furnishings	1,412,321	1,347,761	- 4.6
8. Drugs and toilet articles and preparations	577,505	548,440	- 5.0
9. Piece goods	1,583,567	1,531,324	- 3.3
10. Smallwares	602,322	614,597	+ 2.0
11. Food and kindred products	1,710,778	1,691,780	- 1.1
12. Furniture (including mattresses, springs)	868,118	830,083	- 4.4
13. Home furnishings	894,802	870,303	- 2.7
14. Household appliances and electrical supplies ..	287,700	292,584	+ 1.7
15. Hardware and kitchen utensils	412,138	403,867	- 2.0
16. Radios, musical instruments and supplies	311,939	264,309	- 15.3
17. Shoes and other footwear	833,434	811,215	- 2.7
18. Stationery, books and magazines	249,545	247,765	- 0.7
19. All other departments, total	1,492,063	1,643,305	+ 10.1

(x) Based on sales of 20 firms.

DEPARTMENTAL STORE SALES IN CANADA BY SELECTED DEPARTMENTS(x)

Annual Totals for 1936 and 1937

		1936	1937	% Change, 1937/36
		$	$	
	TOTAL SALES, ALL DEPARTMENTS	218,510,435	231,116,853	+ 5.8
1.	Women's dresses, coats and suits	20,369,602	21,064,749	+ 3.4
2.	Girls' and infants' wear	6,694,605	7,095,734	+ 6.0
3.	Hosiery and gloves	9,693,438	10,293,158	+ 6.2
4.	Lingerie and corsets	10,329,903	10,484,300	+ 1.5
5.	Millinery	3,005,582	3,164,991	+ 5.3
6.	Women's and children's apparel-- (Total 1 - 5)	50,093,130	52,102,932	+ 4.0
7.	Men's and boys' clothing and furnishings ..	25,704,276	26,893,034	+ 4.6
8.	Drugs and toilet articles and preparations	6,982,058	7,290,344	+ 4.4
9.	Piece goods	17,536,950	18,042,435	+ 2.9
10.	Smallwares	8,213,455	8,359,300	+ 1.8
11.	Food and kindred products	20,797,680	21,636,964	+ 4.0
12.	Furniture	11,224,636	12,988,686	+15.7
13.	Home furnishings	14,473,146	16,143,861	+11.5
14.	Household appliances and electrical supplies	4,977,763	5,913,143	+18.8
15.	Hardware and kitchen utensils	7,553,037	8,059,711	+ 6.7
16.	Radios, musical instruments and supplies ..	3,845,195	3,516,018	- 8.6
17.	Shoes and other footwaar	16,476,506	17,346,010	+ 5.3
18.	Stationery, books and magazines	3,885,146	4,157,033	+ 7.0
19.	All other departments, Total	26,747,457	28,667,392	+ 7.2

x) Based on sales of 23 firms.

Monthly Index Numbers of Department Store Sales in Canada, by Economic Divisions

(Average for 1930 = 100)

	CANADA		Maritime Provinces		Quebec		Ontario		Prairie Provinces		British Columbia	
	Un-adjusted	(1) Adjusted	Un-adjusted	(2) Adjusted	Un-adjusted	(2) Adjusted	Un-adjusted	(2) Adjusted	Un-adjusted	(2) Adjusted	Un-adjusted	(2) Adjusted
1936 - January	53.6	65.9	53.9	71.3	50.0	63.5	53.8	70.0	54.9	74.1	60.4	81.1
February	57.8	69.5	55.9	75.5	53.8	66.8	58.2	73.8	58.8	76.1	66.1	83.7
March	62.5	72.0	59.8	73.4	61.4	66.2	62.8	70.9	62.2	73.3	71.4	78.4
April	72.1	69.8	69.2	72.8	69.4	65.7	72.0	71.5	73.0	75.8	81.8	82.7
May	74.7	73.8	76.9	72.1	73.2	68.3	75.2	74.8	74.0	77.4	82.9	84.7
June	73.4	75.0	80.3	73.4	72.8	68.1	74.7	72.6	69.9	76.1	80.7	83.2
July	57.7	71.0	66.4	75.8	49.1	69.1	56.4	75.7	57.2	76.6	75.0	86.1
August	62.8	76.6	64.1	75.2	58.2	72.0	61.3	74.9	62.4	77.3	81.6	83.7
September	78.8	77.8	70.6	77.8	73.0	72.9	74.3	76.1	89.8	84.6	87.7	87.2
October	94.7	77.2	87.8	77.6	82.8	74.9	88.4	78.6	113.6	79.6	102.3	87.2
November	85.0	76.6	86.1	76.1	78.2	72.7	89.2	76.6	88.4	72.0	87.5	82.9
December	126.8	82.7	133.1	79.3	120.4	75.0	133.0	78.9	124.3	81.1	137.0	89.2
Yearly Average	75.0	-	75.3	-	70.2	-	74.9	-	77.4	-	84.5	-
1937 - January	57.2	72.3	58.2	77.0	56.4	71.7	57.7	75.0	56.6	76.4	62.9	84.4
February	58.6	74.3	55.3	74.7	55.6	71.1	59.4	75.3	58.9	76.2	66.7	84.4
March	70.8	72.7	65.8	80.7	70.0	75.5	70.0	79.0	70.7	83.4	84.0	92.2
April	77.6	80.3	75.2	79.0	77.6	73.5	78.0	77.5	76.8	79.7	85.8	86.8
May	79.9	79.2	89.6	84.0	83.3	77.7	78.7	78.3	77.0	80.5	87.5	89.4
June	80.5	82.3	90.4	82.6	82.9	77.6	82.7	80.3	73.4	79.9	88.5	91.2
July	62.6	76.1	75.8	86.6	56.7	79.7	60.4	81.0	60.2	80.6	82.8	95.1
August	64.8	80.3	70.6	82.9	61.2	75.8	62.0	75.8	61.6	76.4	89.1	91.4
September	80.9	79.6	76.4	84.1	83.1	83.1	79.3	81.3	80.4	75.7	93.8	93.3
October	94.0	79.5	92.7	81.9	87.1	78.7	92.7	82.4	101.0	70.7	102.5	87.4
November	91.9	79.9	90.2	79.7	84.0	78.1	90.5	77.7	100.3	81.7	98.4	93.3
December	133.6	87.8	141.0	84.0	132.6	82.6	139.2	82.5	124.7	81.4	145.5	94.8
Yearly Average	79.4	-	81.8	-	77.5	-	79.2	-	78.5	-	90.6	-
1938 - January	56.6	72.6	53.8	71.2	58.8	74.7	56.3	73.2	54.2	73.1	65.9	88.5
% Change, January, 1938 / January, 1937	- 1.0	-	- 7.6	-	+ 4.3	-	- 2.4	-	- 4.2	-	+ 4.8	-

(1) Adjusted for number of business days and seasonal variations.

(2) Adjusted for seasonal variations only.

Index Numbers of Grocery and Meat Store Sales in Canada by Provinces(x)

(Base - Average for 1930 = 100)

(Unadjusted for Seasonal Variations)

Year and Month	CANADA	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
1935							
January	71.7	74.8	74.5	67.9	50.3	69.8	73.6
February	67.6	74.7	71.0	67.1	51.6	67.3	69.7
March	75.2	87.5	83.4	77.4	61.1	80.5	81.5
April	73.9	76.9	75.6	71.2	57.6	72.8	74.7
May	74.8	78.3	76.1	77.1	61.8	78.9	79.2
June	71.4	76.8	76.8	82.3	68.0	84.9	85.5
July	69.9	65.2	69.5	74.6	63.8	83.0	77.8
August	71.5	70.7	76.4	84.0	77.8	96.5	84.0
September	69.6	67.5	71.4	73.3	76.3	90.3	72.0
October	77.3	77.7	76.7	78.3	80.5	97.4	79.7
November	75.4	84.3	83.0	79.5	70.6	94.7	83.7
December	80.3	81.2	81.2	80.4	68.0	95.5	84.2
Yearly Average	73.2	76.3	76.3	76.1	65.6	84.3	78.8
1936							
January	75.2	83.3	79.5	72.3	54.3	80.6	77.2
February	74.2	83.5	80.9	75.0	57.4	85.4	78.9
March	74.8	83.4	78.4	73.1	57.5	84.3	75.1
April	73.8	77.9	78.1	74.9	59.1	85.5	76.3
May	79.3	83.1	83.6	84.7	66.5	94.2	80.2
June	74.1	76.6	76.5	85.5	67.9	91.6	78.8
July	74.2	71.1	78.4	83.2	70.5	93.0	79.6
August	74.8	68.3	79.0	85.2	81.3	95.8	84.0
September	74.9	69.6	77.8	84.2	90.4	101.1	80.4
October	83.4	82.1	88.1	88.9	84.9	97.6	86.0
November	73.4	72.9	77.7	75.4	61.6	84.2	84.6
December	88.4	85.1	93.7	83.9	79.2	105.4	106.2
Yearly Average	76.7	78.1	81.0	80.5	69.2	91.6	82.3
1937							
January	79.8	81.4	86.3	74.4	62.0	79.8	86.4
February	74.4	76.6	78.9	71.3	57.4	84.5	83.4
March	82.5	85.2	86.6	83.4	65.4	94.2	92.7
April	84.5	86.2	88.3	87.3	69.8	116.2	94.7
May	87.1	87.4	90.1	95.8	74.4	104.4	98.3
June	83.4	82.9	85.2	92.3	78.7	106.7	95.6
July	87.9	79.3	91.3	96.9	91.5	121.3	99.1
August	75.3	66.7	76.2	86.3	83.0	113.3	92.3
September	84.8	79.3	87.2	92.2	89.6	123.7	93.3
October	91.1	87.1	95.4	92.0	89.7	121.1	99.2
November	82.2	79.0	87.4	78.4	69.9	107.2	90.9
December	102.4	97.6	109.0	93.9	87.3	130.4	116.6
Yearly Average	84.6	82.4	88.5	87.0	76.6	108.6	95.2
1938							
January	77.1	78.9	84.6	62.3	55.8	86.9	76.8
Change, January, 1938 / January, 1937	- 3.4	- 3.1	- 2.0	-16.3	-10.0	+ 8.9	-11.1

Figures for the Maritime Provinces are withheld to avoid disclosing individual operations.

Index Numbers of Hardware Store Sales in Canada by Economic Divisions

(Base - Average for 1930 = 100)

(Unadjusted for Seasonal Variations)

Year and Month	CANADA (93 Firms)	Maritime Provinces (11 Firms)	Quebec (17 Firms)	Ontario (21 Firms)	Prairie Provinces (33 Firms)	British Columbia (12 Firms)
1935						
January	39.1	38.0	31.1	44.8	36.2	49.2
February	37.3	35.1	31.6	39.4	36.0	51.5
March	49.4	40.7	43.3	55.0	44.4	75.8
April	73.7	75.5	74.7	77.2	65.5	79.4
May	93.0	94.9	101.2	101.8	75.8	88.8
June	82.6	83.4	71.3	95.9	73.5	83.5
July	78.1	88.0	71.7	87.6	68.4	74.2
August	78.2	81.2	73.1	77.8	76.7	85.4
September	80.5	80.9	72.8	77.9	82.7	91.3
October	86.3	91.4	66.2	83.5	94.5	103.2
November	72.4	79.6	56.6	71.8	75.4	95.5
December	79.6	84.9	56.3	81.2	83.3	115.9
Yearly Average	70.9	72.8	62.5	74.5	67.7	82.8
1936						
January	39.0	41.9	29.4	42.0	37.7	55.6
February	38.3	32.8	33.9	38.9	38.1	49.5
March	52.9	50.7	47.7	52.6	50.4	75.6
April	76.4	82.6	66.1	80.6	70.5	96.4
May	100.4	93.0	90.0	116.8	86.8	106.5
June	91.7	96.8	72.6	111.6	80.0	96.7
July	83.2	89.4	65.0	100.8	72.4	93.1
August	82.5	84.9	70.8	88.8	78.0	92.6
September	89.3	79.7	71.7	93.0	92.3	112.4
October	94.6	88.4	66.4	104.2	99.3	117.9
November	79.2	86.9	59.1	84.1	78.9	107.9
December	86.4	90.8	55.2	94.3	92.2	116.7
Yearly Average	76.2	76.5	60.7	84.0	73.1	93.4
1937						
January	44.4	47.4	34.6	51.6	38.8	62.2
February	42.2	45.1	38.8	43.1	39.0	52.2
March	61.4	59.8	54.7	63.4	55.3	98.4
April	92.1	94.3	83.6	88.4	89.3	133.6
May	113.5	109.5	108.0	122.4	96.9	146.0
June	106.0	108.8	89.3	124.8	89.6	129.3
July	96.5	118.4	85.0	108.0	77.5	126.0
August	90.8	95.4	86.3	95.0	79.6	111.1
September	102.8	114.5	92.0	106.0	94.9	125.0
October	96.7	117.5	79.6	99.5	90.9	131.0
November	83.4	102.9	67.0	83.4	81.0	116.5
December	92.1	111.2	66.6	96.5	93.7	118.5
Yearly Average	85.2	93.7	73.8	90.2	77.2	112.5
1938						
January	51.1	57.6	39.7	61.3	42.9	63.8
% Change, January, 1938. / January, 1937	+15.1	+21.5	+14.7	+18.8	+10.6	+ 2.6

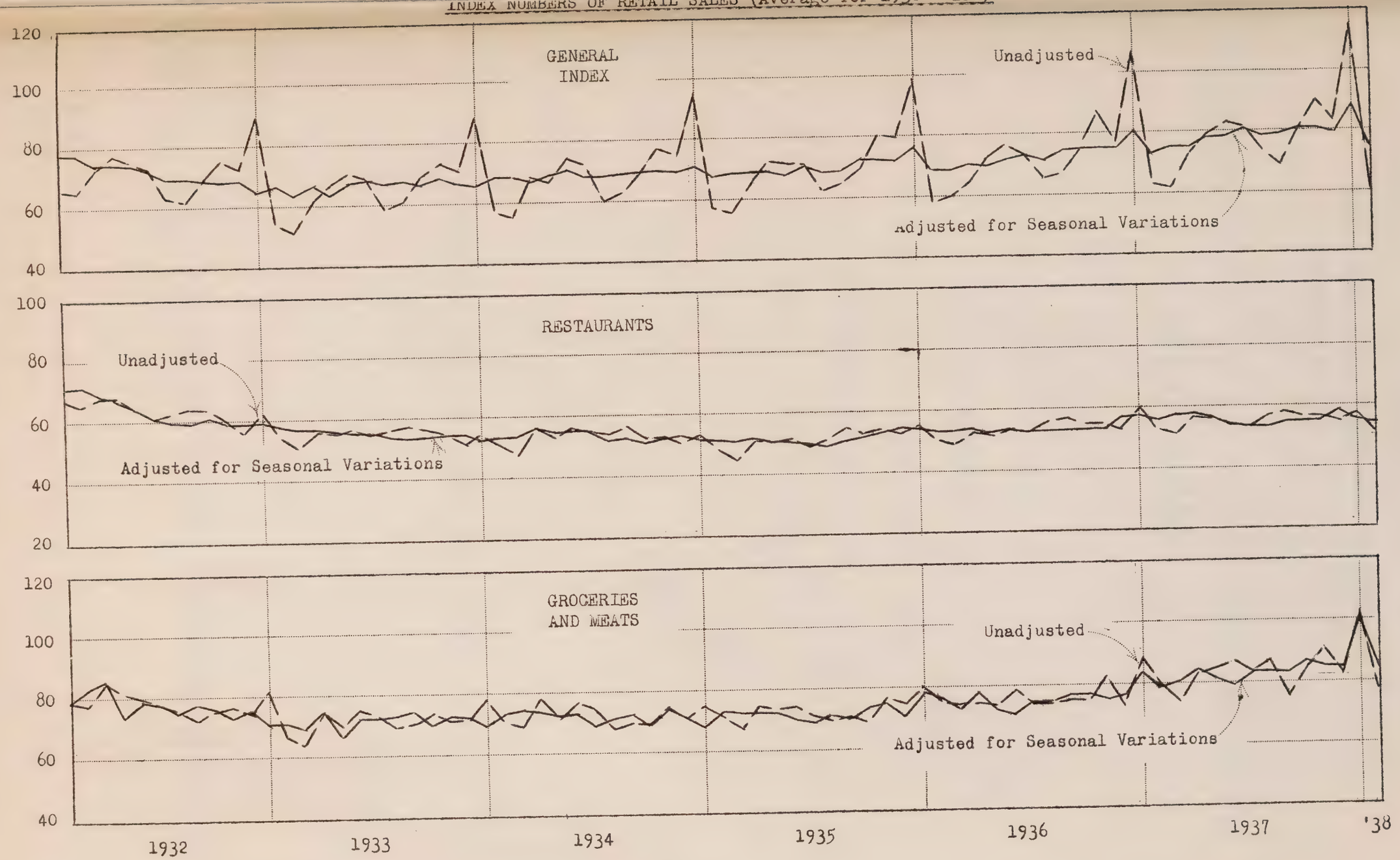
Index Numbers of Variety Store Sales in Canada by Economic Divisions

(Base - Average for 1930 = 100)

(Unadjusted for Seasonal Variations)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat-chewan	Alberta	British Columbia
1935								
January	53.2	51.8	49.3	56.2	52.0	39.0	58.3	49.5
February	57.7	54.7	53.5	59.1	59.9	47.9	71.7	58.6
March	67.5	66.4	62.2	71.6	64.0	48.3	77.0	62.4
April	77.9	75.9	72.8	80.8	84.1	59.9	85.5	72.8
May	79.5	78.8	79.8	80.8	85.0	59.3	83.2	70.7
June	88.6	92.4	91.2	89.5	97.4	69.0	85.8	73.9
July	82.8	91.6	78.5	81.1	93.3	77.3	87.5	76.6
August	83.7	92.6	79.6	83.8	83.7	70.7	94.2	81.7
September	77.9	81.6	75.0	77.9	82.5	70.0	87.6	73.3
October	90.4	93.1	83.5	90.4	100.9	103.1	106.3	77.5
November	91.3	93.4	81.8	94.9	97.6	79.8	108.3	84.3
December	164.0	179.9	137.6	168.8	171.1	142.4	194.0	171.9
Yearly Average	84.5	87.7	78.7	86.2	89.3	72.2	95.0	79.4
1936								
January	53.4	50.4	48.1	55.7	50.1	40.8	65.5	55.1
February	60.8	58.7	58.3	62.5	55.4	47.3	68.3	61.5
March	65.1	60.8	59.9	67.4	65.1	50.9	77.8	64.4
April	80.4	77.6	76.3	81.8	86.8	63.6	92.5	79.3
May	91.2	88.5	91.2	92.7	100.2	73.1	92.7	79.8
June	93.1	98.1	93.7	92.1	102.9	77.0	93.5	83.3
July	88.8	97.9	81.9	87.5	97.6	80.3	103.5	89.3
August	87.1	98.9	80.9	85.5	91.6	76.4	94.2	92.0
September	85.5	91.8	79.7	83.2	101.3	90.1	95.5	83.5
October	100.7	107.2	91.1	101.0	115.3	105.9	119.0	91.5
November	90.5	95.6	79.7	90.9	98.8	96.9	109.4	89.5
December	183.0	205.2	153.2	186.9	194.6	163.8	200.1	204.8
Yearly Average	90.0	94.2	82.8	90.6	96.6	80.5	101.0	89.5
1937								
January	61.7	62.1	57.8	64.4	57.3	46.5	64.9	60.5
February	62.8	61.5	59.0	64.4	60.9	54.8	69.8	63.2
March	79.6	78.8	74.5	81.0	81.4	65.9	92.4	83.3
April	80.1	78.3	78.1	80.0	84.7	68.0	96.4	79.9
May	98.7	104.8	102.7	98.1	103.2	83.1	102.3	90.0
June	100.5	105.2	101.5	100.0	112.6	83.7	99.6	92.4
July	101.7	117.4	96.8	101.0	109.3	79.7	111.7	100.0
August	85.2	102.3	80.9	83.0	85.9	64.2	95.8	93.7
September	89.8	100.9	86.5	87.7	107.0	72.4	100.4	91.4
October	102.5	112.8	95.8	103.1	120.9	83.4	119.9	94.5
November	94.5	106.5	84.0	95.2	106.0	75.7	122.4	94.5
December	188.2	228.7	161.0	191.5	195.6	135.2	214.5	210.2
Yearly Average	95.4	104.9	89.9	95.8	102.1	76.1	107.5	96.1
1938								
January	60.7	62.6	57.9	61.1	62.7	42.5	77.2	64.3
% Change, January, 1938 / January, 1937	- 1.6	+ 0.8	+ 0.2	- 5.1	+ 9.4	- 8.6	+19.0	+ 6.3

INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)



CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 8 No. 2

RETAIL SALES

IN

CANADA

FEBRUARY 1938

See p. 7 for figures by provinces.

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RETAIL SALES IN CANADA, FEBRUARY, 1938
(Indexes of Value)

Dollar volume of retail sales averaged 1 per cent greater in February this year than last according to index numbers of retail sales compiled by the Internal Trade Branch of the Bureau of Statistics. The composite index for the 13 lines of business included in the survey stood at 62.1 for February, 1938, compared with 62.4 for January and 61.7 for February, 1937.

The slight decrease from January was contra-seasonal, the index, when adjusted for differences in number of business days and normal seasonal variations, declining to 76.1 for February compared with 78.2 for the preceding month. The gain in February this year compared with last partially offsets the 2 per cent decrease in the corresponding January comparison with the result that sales for the first two months of the current year were less than 1 per cent lower than for the same period in 1937.

Results for individual lines of business reveal substantial increases over February last year for two groups, declines for eight groups and changes of less than one per cent for three. Hardware store sales were up by 12 per cent and grocery and meat store sales were up by 7 per cent. Decreases below February a year ago were as follows: music and radio stores, 11 per cent; boot and shoe stores, 9 per cent; drug stores, 9 per cent; men's clothing stores, 7 per cent; furniture stores, 7 per cent; candy stores, 6 per cent; restaurants, 3 per cent; and department stores, 3 per cent. Minor changes from last year were reported for women's clothing, dyers and cleaners, and variety stores.

In an endeavour to provide current statistics of retail trade on a regional basis, the Bureau has extended its coverage of sales to include returns from a large number of independent retailers in addition to the departmental and chain firms whose figures originally formed the basis of these monthly indexes. Indexes on a provincial basis are completed for seven lines of business and the results are presented in this bulletin. Provincial data being available in most instances only since the beginning of 1936, it has been necessary to compute these regional indexes on the 1936 base.

The complete series of monthly indexes of retail sales since the inception of these statistics in 1929 will be published shortly in a special issue of this bulletin.

Index Numbers of Men's Clothing Store Sales by Provinces

The new series of index numbers of men's clothing sales (base average for 1936=100) has been computed from returns made by 355 firms. Provincial index numbers have been computed commencing with January, 1936.

During February, 1938, sales of men's clothing were higher for two provinces and lower for five provinces, with the result that the index for Canada declined 7 per cent. Manitoba figures were up 12 per cent and those for the Maritime Provinces, 11 per cent. The following declines were shown: Saskatchewan, 18 per cent; Ontario, 10 per cent; British Columbia, 6 per cent; Quebec, 3 per cent; and Alberta, 1 per cent.

The two-month comparison indicates increases over the first two months of 1937 for three provinces, decreases for four provinces and a drop of 3 per cent for the Canada total. A gain of 15 per cent was shown for Manitoba, 14 per cent for Alberta, and 8 per cent for the Maritime Provinces. Declines were noted of 15 per cent for Saskatchewan, 7 per cent for Ontario, 3 per cent of British Columbia, and less than one per cent for Quebec.

Index Numbers of Women's Clothing Store Sales in Canada by Provinces

Based on figures supplied by 234 firms, the new series of index numbers of sales of women's clothing is shown for each province from January, 1936, to date. The average for 1936 has been taken as 100.

During February, sales for the Dominion rose less than one per cent over February, 1937. Quebec gained 8 per cent; Alberta, 6 per cent; the Maritime Provinces, 5 per cent; and British Columbia, 1 per cent. Manitoba sales fell off 10 per cent; Saskatchewan, 8 per cent; and Ontario, 1 per cent.

Combined sales for January and February exceeded last year's figures by one per cent for Canada. Alberta reported the best improvement, 14 per cent. The Maritime Provinces advanced 7 per cent; Quebec, 6 per cent; British Columbia, 3 per cent; and Manitoba less than one per cent. Saskatchewan and Ontario sales were respectively 3 per cent and 2 per cent lower than a year ago.

Department Store Sales by Selected Departments

Sales of those stores which reported a breakdown by principal departments for February declined 1 per cent compared with February, 1937. Six out of the nineteen departments covered showed increases. The best improvement, 7 per cent, was noted for home furnishings. A 5 per cent advance was made by household appliances and electrical supplies. Two departments, women's dresses, coats and suits and girls' and infants' wear were up 3 per cent. Stationery, book and magazine sales exceeded last February by one per cent.

The following departments reported declines from February, 1937: food and kindred products, 2 per cent; furniture, 2 per cent; hardware and kitchen utensils, 2 per cent; hosiery and gloves, 2 per cent; total women's and children's apparel, 1 per cent; and smallwares, less than 1 per cent. Decreases were also noted for the following: radios, musical instruments and supplies, 13 per cent; shoes and other footwear, 7 per cent; millinery, 5 per cent; lingerie and corsets, 5 per cent; men's and boys' clothing, 4 per cent; piece goods, 4 per cent; and drugs and toilet articles, 3 per cent.

Index Numbers of Department Store Sales by Provinces

Gains for February over a year ago of 3 per cent for Quebec and 2 per cent for British Columbia were outweighed by declines of 8 per cent for the Prairie Provinces, 6 per cent for the Maritime Provinces, and 3 per cent for Ontario. Sales for Canada decreased 3 per cent during the month under review.

The two-month totals varied only slightly from the February comparison. Figures for January and February, 1938, were higher than 1937 by 4 per cent for Quebec and 3 per cent for British Columbia. Losses of 7 per cent for the Maritime Provinces, 6 per cent for the Prairie Provinces and 3 per cent for Ontario compared with a drop of 2 per cent for Canada as a whole.

Index Numbers of Grocery and Meat Store Sales by Provinces

February figures are 7 per cent above the same month a year ago for the Dominion as a whole. Best improvement was noted for Alberta, where an increase of 11 per cent was recorded. Ontario returns were up 8 per cent; Saskatchewan, 8 per cent; Quebec, 6 per cent; and British Columbia, 2 per cent. Grocery and meat store sales in Manitoba declined 3 per cent.

For the first two months of 1938 sales for Canada were up 2 per cent over a year ago. A sharp rise for Alberta with moderate increases for Ontario and Quebec offset declines for Manitoba, British Columbia and Saskatchewan.

Index Numbers of Hardware Store Sales by Provinces.

Hardware store sales for Canada advanced 13 per cent compared with February, 1937. Ontario sales gained 24 per cent; British Columbia, 19 per cent; the Maritime Provinces, 9 per cent; the Prairie Provinces, 8 per cent; while Quebec remained unchanged.

Combined figures for the first two months of 1938 indicated gains for every province over the same period a year ago. Percentage increases ranged from a low of 8 for British Columbia to a high of 21 for Ontario compared with 14 for Canada.

Index Numbers of Music and Radio Store Sales by Provinces

Index numbers of music and radio store sales by provinces appear for the first time in this issue. Figures based on 102 firms, including independent stores and chains, are shown commencing with January, 1936. The series is calculated on the basis of the average for 1936 as 100.

During February, music and radio sales in Canada were 11 per cent less than a year ago. Declines were noted for each province ranging from 2 per cent for Quebec to 20 per cent for the Prairie Provinces.

During the two-month period, January to February, sales in Canada fell off 5 per cent compared with the same two months last year. The Maritime Provinces showed a decrease of only one per cent, while sales in the Prairie Provinces were 12 per cent lower.

Index Numbers of Variety Store Sales by Provinces

Variety store sales for Canada declined less than one per cent during February compared with February, 1937. Substantial advances of 12 per cent and 10 per cent were made in Alberta and British Columbia respectively. Smaller gains were shown for Manitoba (4 per cent) and Quebec (2 per cent.). The following declines were recorded: Saskatchewan, 17 per cent; Ontario, 2 per cent; and the Maritime Provinces, less than one per cent.

Cumulative figures recorded a 1 per cent loss for Canada with five provinces showing advances, and two provinces reporting declines. Variety store sales for Alberta improved 15 per cent; British Columbia, 8 per cent; Manitoba, 7 per cent; Quebec, 1 per cent; and the Maritime Provinces, less than one per cent. Saskatchewan figures dropped 13 per cent while Ontario sales declined 4 per cent.

Corresponding-Month Comparison of Retail Sales in Canada, by Kinds of Business

	January, 1938			February, 1938		
	+ or - p.c. compared with			+ or - p.c. compared with		
	Jan. 1930	Jan. 1937	Dec. 1937	Feb. 1930	Feb. 1937	Jan. 1938
General Index	-33.4	- 1.9	-45.7	-28.5	+ 0.6	- 0.5
Boots and Shoes	-32.9	+ 3.0	-64.9	-46.0	- 8.8	-12.6
Candy	-54.0	-10.0	-65.6	-48.0	- 5.6	+34.2
Men's Clothing	-30.6	- 0.7	-56.6	-39.2	- 6.7	-22.6
Women's Clothing	-41.1	+ 2.6	-53.3	-52.6	+ 0.2	-17.9
Departmental	-38.7	- 1.5	-57.8	-31.3	- 2.7	+ 1.1
Drugs	-23.6	- 2.9	-23.6	-28.2	- 8.6	- 9.1
Dyers and Cleaners	-33.1	- 0.6	-29.4	-26.5	- 0.8	+ 1.7
Furniture	-32.5	- 6.7	-44.9	-27.8	- 6.5	+16.8
Groceries and Meats	-25.5	- 0.5	-24.2	-15.6	+ 6.8	+ 2.9
Hardware	-29.6	+16.2	-44.0	-31.1	+12.3	- 8.0
Music and Radio	-55.3	+ 0.9	-39.7	-54.2	-10.7	-13.0
Restaurants	-51.1	- 3.4	-10.8	-48.1	- 2.8	- 3.5
Variety	-11.8	- 1.9	-67.9	-15.3	- 0.3	+ 3.5

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

	General Index (961 Firms)			Boots and Shoes (17 Chains)			Candy (8 Chains)			Men's Clothing(a) (355 Firms)			Women's Clothing(b) (234 Firms)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
February, 1929 ...	91.4	97.6	112.2	81.2	86.3	134.8	99.5	107.9	117.3	119.9	127.5	205.6	74.1	78.7	115.7
February, 1930 ...	86.8	92.7	106.5	73.3	77.9	121.7	100.4	109.0	118.5	68.9	73.2	118.1	76.4	81.1	119.3
February, 1931 ...	77.1	82.3	94.6	59.7	63.5	99.1	74.3	80.6	87.6	49.1	52.2	84.2	53.7	57.0	83.8
February, 1932 ...	65.5	67.9	78.0	48.8	50.2	78.4	63.4	66.8	72.7	37.7	39.1	63.1	46.2	47.8	70.3
February, 1933 ...	51.9	55.4	63.7	39.2	41.6	65.0	51.5	55.8	60.6	28.0	29.8	48.1	39.4	41.8	61.5
February, 1934 ...	56.2	59.9	68.9	37.5	39.9	62.3	51.7	56.0	60.9	37.9	40.3	65.0	38.2	40.5	59.6
February, 1935 ...	56.5	60.3	69.3	36.4	38.7	60.4	55.6	60.3	65.5	39.6	42.1	67.8	39.4	41.8	61.5
February, 1936 ...	61.3	60.8	69.9	41.4	40.2	62.8	61.6	61.5	66.8	41.8	40.9	69.3	34.6	33.8	57.3
February, 1937 ...	61.7	65.9	75.7	43.4	46.2	72.1	55.3	60.0	65.2	44.9	47.7	75.7	36.1	38.4	65.0
February, 1938 ...	62.1	66.2	76.1	39.6	42.1	65.8	52.2	56.6	61.5	41.9	44.6	70.7	36.2	38.4	65.1
1937															
February	61.7	65.9	75.7	43.4	46.2	72.1	55.3	60.0	65.2	44.9	47.7	75.7	36.1	38.4	65.0
March.....	73.7	74.2	75.7	62.8	63.3	71.9	85.3	84.7	65.2	64.3	65.3	75.1	58.6	59.4	66.8
April.....	80.2	79.3	79.3	81.2	80.9	77.8	47.7	48.4	56.9	77.5	76.6	75.1	74.9	74.0	59.2
May.....	83.7	82.9	78.9	97.7	94.8	81.0	62.0	60.3	61.5	80.4	78.6	76.3	67.3	65.7	61.4
June.....	82.4	82.3	81.5	113.1	114.0	85.7	44.9	45.8	59.5	81.5	81.5	76.9	71.0	70.9	62.8
July.....	74.2	70.7	80.4	81.0	76.3	74.8	50.8	47.5	55.9	67.2	63.2	78.1	56.8	53.4	62.8
August.....	69.4	69.5	79.9	59.2	59.4	71.6	50.1	51.3	52.4	56.0	56.4	77.3	44.0	44.3	63.3
September.....	81.7	83.4	81.8	82.8	85.5	88.2	55.2	56.1	60.3	76.7	78.2	78.2	59.8	60.9	62.8
October.....	91.2	87.1	81.4	87.8	82.7	85.2	59.3	57.1	60.1	102.1	96.1	76.9	83.1	78.1	63.5
November.....	84.6	84.7	79.9	72.4	72.8	67.4	49.2	50.4	58.5	92.3	93.0	75.6	69.0	69.4	62.5
December.....	115.0	117.5	85.8	129.2	137.3	97.4	113.1	120.6	64.8	124.6	129.7	78.1	94.3	98.0	63.2
1938															
January.....	62.4	64.1	78.2	45.3	46.6	70.6	38.9	37.7	50.3	54.1	56.1	78.9	44.1	45.6	69.1
February.....	62.1	66.2	76.1	39.6	42.1	65.8	52.2	56.6	61.5	41.9	44.6	70.7	36.2	38.4	65.1

(a) Prior to 1936 based on sales of 16 chains. (b) Prior to 1936 based on sales of 13 chains

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental (36 Firms)			Drugs (24 Chains)			Dyers and Cleaners (7 Chains)			Furniture (26 Firms)			Groceries and Meats(b) (34 Chains)		
	A	B	C (a)	A	B	C	A	B	C	A	B	C	A	B	C
February, 1929 ...	81.6	86.9	103.5	99.3	107.9	106.8	70.5	75.2	107.5	118.8	126.6	139.1	97.4	103.5	105.6
February, 1930 ...	83.0	88.4	105.2	96.2	104.5	103.4	66.7	71.1	101.6	88.4	94.1	103.4	96.8	102.9	105.0
February, 1931 ...	75.9	80.9	96.3	89.0	96.7	95.7	63.1	67.2	96.1	79.4	84.6	92.9	88.2	93.8	95.7
February, 1932 ...	62.1	63.8	75.9	84.0	88.7	87.8	49.3	50.4	72.0	61.3	62.9	69.9	77.9	81.1	82.7
February, 1933 ...	49.5	52.7	62.7	65.5	71.1	70.4	41.9	44.6	63.7	40.3	42.9	49.3	64.0	68.0	69.4
February, 1934 ...	54.9	58.5	69.7	64.8	70.3	69.6	49.1	52.3	74.7	48.6	51.7	62.3	68.6	72.9	74.4
February, 1935 ...	54.4	57.9	72.4	68.9	74.7	73.9	44.7	47.6	68.1	55.6	59.2	71.3	69.6	73.9	75.4
February, 1936 ...	57.8	58.4	73.0	73.7	75.3	74.6	48.8	49.9	71.3	59.0	59.1	71.1	79.0	76.2	77.8
February, 1937 ...	58.6	62.4	78.1	75.6	82.0	81.1	49.4	52.6	75.1	68.2	72.5	87.4	76.5	81.2	82.9
February, 1938 ...	57.0	60.7	75.9	69.1	74.9	74.2	49.0	52.2	74.6	63.8	67.9	81.9	81.7	86.8	88.6
1937															
February	58.6	62.4	78.1	75.6	82.0	81.1	49.4	52.6	75.1	68.2	72.5	87.4	76.5	81.2	82.9
March.....	70.8	70.5	72.7	81.1	80.0	79.2	70.5	69.2	69.2	78.1	77.3	88.9	84.7	87.0	87.0
April.....	77.6	76.3	80.3	77.1	77.7	78.5	96.7	95.0	73.1	99.3	98.3	84.0	87.2	86.1	83.6
May.....	79.9	80.8	79.2	76.5	75.2	78.3	105.6	107.9	86.3	111.2	111.3	88.4	89.1	86.0	83.5
June.....	80.5	79.8	77.5	77.6	78.5	77.8	109.4	107.5	96.9	93.3	92.3	93.3	85.3	86.0	86.0
July.....	62.6	60.9	80.1	80.3	76.7	79.0	81.6	80.2	81.8	75.1	72.7	93.2	89.8	83.6	85.3
August.....	64.8	64.2	80.3	78.6	79.1	80.7	76.0	74.6	77.7	88.5	87.6	87.6	77.0	78.2	85.0
September.....	80.9	82.8	79.6	78.4	79.3	80.9	94.8	96.8	80.0	102.5	105.1	87.6	86.8	88.4	88.4
October.....	94.0	91.4	79.5	84.8	82.6	83.4	79.3	77.9	70.2	103.8	100.4	89.7	93.2	86.7	86.7
November.....	91.9	91.1	79.9	76.9	78.3	78.3	66.2	65.0	72.3	93.7	92.8	91.9	84.2	85.5	86.3
December.....	133.7	133.5	83.4	99.5	97.1	85.2	68.3	67.1	87.2	99.1	100.5	90.5	104.8	110.8	99.8
1938															
January.....	56.4	57.9	78.2	76.0	74.7	77.8	48.2	49.2	69.3	54.6	56.0	84.8	79.4	82.6	86.0
February.....	57.0	60.7	75.9	69.1	74.9	74.2	49.0	52.2	74.6	63.8	67.9	81.9	81.7	86.8	88.6

(a) Revised from January, 1935 to allow for changes in seasonal adjustment factors.
(b) Entire series revised from January, 1935 to allow for change in method of calculation.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware (94 Firms)			Music and Radio (a) (102 Firms)			Restaurants (12 Chains)			Variety (12 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C(b)
February, 1929 ...	77.2	82.4	121.2	132.5	141.4	162.6	101.6	110.4	115.0	83.5	88.8	120.0
February, 1930 ...	68.8	73.4	108.0	89.6	95.6	109.9	95.0	103.2	107.5	73.9	78.6	106.2
February, 1931 ...	59.9	63.9	95.4	82.3	87.8	100.9	80.1	87.0	90.7	69.5	73.9	99.9
February, 1932 ...	52.0	53.3	80.8	50.2	51.4	59.1	65.8	69.0	71.9	64.0	66.2	89.5
February, 1933 ...	30.9	33.0	52.4	24.9	26.6	30.5	50.5	54.8	57.1	55.7	59.2	80.1
February, 1934 ...	35.5	37.9	63.2	31.4	33.6	38.6	47.7	51.9	54.0	55.5	59.1	79.9
February, 1935 ...	37.3	39.8	68.7	36.1	38.6	44.4	44.9	48.7	50.8	57.7	61.5	85.4
February, 1936 ...	38.3	39.1	69.9	39.5	40.5	51.3	49.0	50.8	53.0	60.8	59.1	82.0
February, 1937 ...	42.2	44.9	80.2	45.9	49.1	62.2	50.7	55.1	57.3	62.8	66.9	92.9
February, 1938 ...	47.4	50.4	90.1	41.0	43.9	55.5	49.3	53.5	55.8	69.6	66.7	92.6
1937												
February.....	42.2	44.9	80.2	45.9	49.1	62.2	50.7	55.1	57.3	62.8	66.9	92.9
March.....	61.4	60.3	86.2	51.0	50.3	62.1	57.1	56.1	57.8	79.6	80.4	96.9
April.....	92.1	90.4	87.0	57.5	56.7	61.0	56.2	56.7	56.2	80.1	79.9	89.8
May.....	113.5	115.8	85.2	67.8	69.6	61.0	54.2	53.4	53.4	98.7	95.9	95.9
June.....	106.0	104.1	87.5	58.6	57.8	63.6	53.4	54.2	53.6	100.5	101.1	98.2
July.....	96.5	94.7	86.1	48.1	47.5	60.9	56.7	55.0	53.4	101.7	95.9	95.9
August.....	90.8	89.2	86.6	47.9	47.3	61.4	58.4	58.1	54.8	85.2	85.7	93.1
September.....	102.8	104.9	87.4	68.8	70.7	59.4	56.8	57.6	54.9	89.8	92.5	95.4
October.....	96.7	95.0	82.6	73.2	72.3	57.4	56.3	55.3	55.3	102.5	96.6	96.6
November.....	83.4	81.8	81.8	71.7	70.8	56.6	55.2	55.9	58.3	94.5	95.0	94.1
December.....	92.1	90.5	80.8	78.1	77.1	55.9	57.3	56.1	55.0	188.2	200.4	100.2
1938												
January.....	51.6	52.7	95.7	47.1	48.4	61.2	51.1	50.3	54.0	60.5	62.6	99.3
February.....	47.4	50.4	90.1	41.0	43.9	55.5	49.3	53.5	55.8	69.6	66.7	92.6

(a) Prior to 1936 based on sales of 9 chains. (b) Revised from Jan. 1935 to allow for changes in seasonal adjustment factors.

Index Numbers of Men's Clothing Store Sales in Canada by Provinces

(Average for 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat-chewan	Alberta	British Columbia
1936								
January.....	66.1	68.9	64.3	67.5	[illegible]	53.4	66.1	70.2
February.....	58.7	60.5	56.7	61.3	56.4	48.1	53.1	57.0
March.....	75.1	76.3	78.7	76.5	75.8	62.3	73.3	66.8
April.....	104.1	100.2	105.0	106.7	112.2	97.4	98.0	93.5
May.....	104.2	99.5	112.8	102.7	106.6	98.3	100.0	101.5
June.....	103.1	109.8	120.0	99.8	104.6	87.4	88.9	96.9
July.....	80.7	95.1	87.9	78.0	73.5	67.9	79.6	82.9
August.....	76.6	88.8	79.1	73.6	72.5	67.6	71.8	90.9
September....	98.2	90.7	91.8	92.5	112.1	144.9	[illegible]	109.9
October.....	139.5	116.1	128.6	137.1	161.5	203.1	158.5	136.0
November.....	126.1	116.2	123.5	129.8	124.4	131.0	130.7	112.2
December.....	167.5	177.9	151.8	174.5	140.0	138.6	167.8	182.1
Yearly Average	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1937								
January.....	76.5	80.6	74.3	80.4	65.7	59.8	67.8	75.6
February.....	63.0	62.8	59.7	66.9	54.8	55.1	56.0	60.1
March.....	90.2	90.0	87.5	92.3	90.9	90.0	85.4	86.9
April.....	108.7	99.7	119.1	109.3	117.0	104.5	99.6	93.4
May.....	112.8	115.0	129.6	109.1	114.7	110.2	97.5	107.7
June.....	114.3	119.7	130.3	113.4	113.2	94.4	92.6	108.0
July.....	94.3	117.6	104.6	92.0	84.1	70.4	84.2	95.9
August.....	78.6	93.6	83.5	76.0	73.7	53.8	68.6	96.6
September....	107.5	100.0	108.7	108.1	128.8	83.2	114.9	109.0
October.....	143.3	123.8	135.9	150.4	161.5	119.0	154.9	131.3
November.....	129.5	119.8	121.0	130.5	149.2	115.9	175.3	122.7
December.....	174.8	187.8	164.9	181.3	151.8	122.0	177.5	189.9
Yearly Average	107.8	109.2	109.9	109.1	108.8	89.9	106.2	106.4
1938								
January.....	75.9	84.8	75.4	76.7	77.2	52.4	85.6	74.8
February.....	58.8	69.6	58.2	60.0	61.5	45.0	55.5	56.6
% Change, February, 1938 / February, 1937	-6.7	+10.8	-2.5	-10.3	+12.2	-18.3	-0.9	-5.8
% Change, Jan.-Feb., 1938 / Jan.-Feb., 1937	-3.4	+7.7	-0.3	-7.2	+15.1	-15.2	+14.0	-3.2

Index Numbers of Women's Clothing Store Sales in Canada by Provinces.

(Average for 1936 = 100)

Year and Month	CANADA	Maritime [illegible]	Quebec	Ontario	Manitoba	Saskat-chewan	Alberta	British Columbia
936								
January.....	66.1	72.4	57.8	69.3	58.1	74.4	56.8	69.3
February.....	57.4	61.7	60.8	57.3	60.8	61.8	48.0	53.6
March.....	81.8	75.8	81.0	81.1	75.7	71.4	96.3	85.5
April.....	126.4	114.6	132.6	124.6	129.3	126.5	132.3	124.0
May.....	112.6	110.4	116.8	108.1	130.3	118.2	117.0	113.1
June.....	111.6	118.9	126.8	108.3	106.1	100.2	99.2	110.5
July.....	85.5	87.0	86.9	82.8	89.8	83.4	83.0	93.3
August.....	72.3	82.0	73.5	70.0	71.2	64.3	65.1	82.8
September....	93.9	84.1	91.1	91.5	97.2	97.7	104.0	102.2
October.....	132.9	127.4	130.1	134.8	140.5	151.2	142.6	117.4
November.....	106.8	109.0	100.8	112.1	93.7	106.5	107.4	100.0
December.....	152.6	156.8	142.0	160.1	147.3	144.5	148.2	148.2
Yearly Average	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
937								
January.....	71.3	81.3	66.2	76.6	58.1	72.0	53.6	70.2
February.....	60.0	60.2	62.6	59.3	66.7	61.2	55.4	58.0
March.....	97.2	87.7	83.4	96.6	94.7	93.3	112.6	117.8
April.....	124.3	110.9	149.5	120.5	117.1	109.4	131.4	106.4
May.....	111.7	123.9	121.9	106.4	115.0	106.7	105.0	113.7
June.....	117.8	123.2	135.5	115.6	115.9	102.2	99.7	111.5
July.....	94.2	109.7	97.9	91.7	90.6	81.1	82.4	103.6
August.....	73.0	90.1	72.6	68.5	79.0	57.8	65.5	91.4
September....	99.2	101.3	95.4	99.5	114.1	84.0	93.1	106.4
October.....	137.9	137.4	134.7	144.6	144.2	134.9	129.2	120.9
November	114.4	122.2	104.8	120.1	104.6	102.1	129.4	102.8
December.....	156.4	189.8	143.6	164.3	149.7	139.2	149.7	144.7
Yearly Average	104.8	111.5	105.7	105.3	104.1	95.3	100.6	104.0
138								
January.....	73.1	88.5	69.3	75.0	65.3	72.3	65.3	73.3
February.....	60.1	62.9	67.6	58.9	59.8	56.6	58.8	58.7
%Change, February,1938 / February,1937	+0.2	+4.5	+8.0	-0.7	-10.3	-7.5	+6.1	+1.2
%Change, Jan.-Feb.,1938 / Jan.-Feb.,1937	+1.4	+7.0	+6.3	-1.5	+0.2	-3.2	+13.9	+3.0

DEPARTMENTAL STORE SALES IN CANADA BY SELECTED DEPARTMENTS(x)

February, 1937, and February, 1938

	February, 1937	February, 1938	% Change, 1938/37
	$	$	
TOTAL SALES, ALL DEPARTMENTS.....	14,090,023	13,905,811	-1.3
1. Women's dresses, coats and suits	1,016,889	1,041,935	+2.5
2. Girls' and infants' wear	304,256	311,969	+2.5
3. Hosiery and gloves.....	531,211	522,136	-1.7
4. Lingerie and corsets.....	641,272	612,130	-4.5
5. Millinery	121,949	115,562	-5.2
6. Women's and children's apparel - (Total 1 - 5)	2,615,577	2,603,732	-0.5
7. Men's and boys' clothing and furnishings.....	1,280,281	1,224,826	-4.3
8. Drugs and toilet articles and preparations...	573,011	558,192	-2.6
9. Piece goods.....	1,374,037	1,317,312	-4.1
10. Smallwares	591,392	589,440	-0.3
11. Food and kindred products.....	1,698,002	1,659,691	-2.3
12. Furniture (including mattresses, springs)....	1,224,597	1,196,434	-2.3
13. Home furnishings.....	1,065,295	1,139,524	+7.0
14. Household appliances and electrical supplies.	335,739	353,575	+5.3
15. Hardware and kitchen utensils.....	507,284	498,509	-1.7
16. Radios, musical instruments and supplies.....	290,297	253,177	-12.8
17. Shoes and other footwear.....	799,444	743,418	-7.0
18. Stationery, books and magazines.....	259,242	260,778	+0.6
19. All other departments, total.....	1,475,825	1,507,203	+2.1

x) Based on sales of 18 firms.

Index Numbers of Department Store Sales in Canada by Provinces.

(Average for 1936=100)

(Unadjusted for Seasonal Variations)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
1935						
January	71.8	70.9	72.4	73.5	71.3	67.8
February	72.3	69.0	69.3	72.7	74.6	71.7
March	81.7	74.2	84.2	83.5	78.7	83.0
April	96.6	92.4	103.3	98.4	92.6	93.3
May	93.7	99.5	98.3	94.7	90.7	89.0
June	95.9	103.4	99.9	98.6	90.5	90.1
July	73.2	85.0	68.0	71.2	72.7	81.0
August	80.5	84.1	75.9	77.7	79.0	95.2
September	95.1	88.1	95.5	95.9	95.2	95.3
October	116.3	111.5	104.2	107.8	138.4	112.5
November	117.7	114.8	106.4	116.1	132.2	107.7
December	155.1	163.3	154.6	162.6	147.4	146.0
Yearly Average	95.8	96.4	94.3	96.1	96.9	94.4
1936						
January	71.4	71.6	71.3	71.8	71.0	71.5
February	76.9	74.1	76.6	77.7	76.0	78.2
March	83.3	79.4	87.4	83.8	80.3	84.5
April	95.9	91.8	99.0	96.2	94.4	96.7
May	99.5	102.1	104.3	100.3	95.6	98.1
June	97.6	106.6	103.6	99.5	90.4	95.4
July	76.6	88.1	69.9	75.3	73.9	88.7
August	83.8	85.1	83.0	81.8	80.7	96.5
September	104.7	93.8	103.9	99.1	116.0	103.8
October	126.1	116.5	118.0	118.0	146.8	121.0
November	114.2	114.3	111.5	119.0	114.2	103.5
December	169.9	176.6	171.6	177.5	160.6	162.0
Yearly Average	100.0	100.0	100.0	100.0	100.0	100.0
1937						
January	76.2	77.2	80.4	77.0	73.2	74.4
February	78.0	73.4	79.2	79.3	76.1	78.9
March	94.3	87.4	99.7	93.5	91.4	99.4
April	103.2	99.7	110.6	104.1	99.2	101.5
May	106.3	118.9	118.7	104.9	99.5	103.5
June	107.2	119.9	[illegible]	110.5	94.8	104.7
July	83.4	100.6	80.8	80.5	77.8	98.0
August	86.3	93.7	87.3	82.7	79.7	105.4
September	107.7	101.4	118.5	105.9	103.9	111.0
October	125.2	123.0	124.1	123.7	130.5	121.2
November	122.3	119.8	119.7	120.7	129.6	116.4
December	178.0	186.9	189.0	185.8	161.2	172.2
Yearly Average	105.7	108.5	110.5	105.7	101.4	107.2
1938						
January	75.0	71.1	84.4	74.6	69.6	77.9
February	75.9	68.8	81.3	77.2	70.1	80.5
% Change, February, 1938 / February, 1937	-2.7	-6.3	+2.7	-.26	-7.9	+2.0
% Change Jan.-Feb., 1938 / Jan.-Feb., 1937	-2.1	-7.1	+3.8	-2.9	-6.4	+3.3

Index Numbers of Grocery and Meat Store Sales in Canada by Provinces(x)

(Base - Average for 1936 = 100)

(Unadjusted for Seasonal Variations)

ear and Month	CANADA	Quebec	Ontario	Manitoba	Saskat-chewan	Alberta	British Columbia
935							
January.....	90.5	95.8	91.9	84.4	72.7	76.2	89.5
February.....	87.8	95.7	87.7	83.3	74.6	73.5	84.8
March.....	103.0	112.1	102.9	96.1	88.2	88.0	99.1
April.....	93.0	98.5	93.3	88.5	83.2	79.6	90.8
May.....	95.3	100.3	94.0	95.7	89.2	86.2	96.2
June.....	97.0	98.4	94.9	102.2	98.2	92.7	103.9
July.....	87.2	83.6	85.9	92.7	92.1	90.6	94.6
August.....	96.3	90.6	94.3	104.3	112.4	105.4	102.1
September.....	89.6	86.5	88.2	91.0	110.3	98.7	87.5
October.....	97.7	99.6	94.7	97.3	116.4	106.4	96.8
November.....	103.5	108.0	102.5	98.7	102.0	103.5	101.8
December.....	101.4	104.0	100.2	99.9	98.3	104.4	102.4
Yearly Average..	95.2	97.8	94.2	94.5	94.8	92.1	95.8
936							
January.....	97.7	106.7	98.2	89.8	78.4	88.1	93.9
February.....	99.6	107.0	99.9	93.1	82.9	93.3	95.9
March.....	97.4	106.9	96.9	90.7	83.1	92.1	91.3
April.....	96.0	99.8	96.5	93.0	85.3	93.4	92.7
May.....	103.2	106.4	103.2	105.1	96.1	102.9	97.4
June.....	96.5	98.1	94.5	106.2	98.1	100.0	95.8
July.....	96.4	91.0	96.8	103.3	101.9	101.6	96.7
August.....	97.5	87.5	97.6	105.8	117.4	104.6	102.1
September.....	97.3	89.1	96.0	104.6	130.7	110.4	97.7
October.....	108.2	105.1	108.8	110.3	122.6	106.6	104.5
November.....	95.3	93.4	96.0	93.6	89.0	92.0	102.9
December.....	114.8	109.0	115.7	104.2	114.4	115.1	129.1
Yearly Average..	100.0	100.0	100.0	100.0	100.0	100.0	100.0
937							
January.....	103.4	104.3	106.5	92.5	89.5	87.1	105.0
February.....	96.4	98.1	97.5	88.5	82.9	92.3	101.4
March.....	106.8	109.1	106.9	103.6	94.5	102.9	112.7
April.....	109.9	110.4	109.0	108.4	100.9	126.9	115.1
May.....	112.4	111.9	111.3	118.9	107.4	114.0	119.4
June.....	107.6	106.2	105.2	114.6	113.7	116.6	116.2
July.....	113.3	101.6	112.8	120.3	132.2	132.6	120.4
August.....	97.1	85.4	94.2	107.1	119.9	123.8	112.2
September.....	109.4	101.5	107.7	114.5	129.5	135.1	113.4
October.....	117.6	111.6	117.8	114.2	129.6	132.3	120.6
November.....	106.2	101.3	108.0	97.4	101.0	117.1	110.5
December.....	132.2	125.0	134.7	116.5	126.2	142.4	141.7
Yearly Average..	109.4	105.5	109.3	108.0	110.6	118.6	115.7
938							
January.....	100.1	101.5	104.6	78.7	80.9	93.9	95.1
February.....	103.1	104.0	105.7	85.5	89.1	102.5	103.3
Change, February, 1938 / February, 1937	7.0	+6.0	+8.4	-3.4	+7.5	+11.1	+1.9
Change, Jan.-Feb.,1937 / Jan.-Feb.,1936	+1.7	+1.5	+3.1	-9.3	-1.4	+9.5	-3.9

x) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations.

Index Numbers of Hardware Store Sales in Canada by Economic Divisions

(Base - Average for 1936 = 100)

(Unadjusted for Seasonal Variations)

Year and Month	CANADA (94 Firms)	Maritime Provinces (11 Firms)	Quebec (17 Firms)	Ontario (21 Firms)	Prairie Provinces (33 Firms)	British Columbia (12 Firms)
1935						
January.....	51.4	49.7	51.3	53.3	49.6	52.6
February....	49.0	45.8	52.1	46.9	49.3	55.2
March.....	64.9	53.2	71.3	65.5	60.8	81.1
April.....	96.8	98.7	123.1	91.9	89.7	85.0
May.....	122.1	124.0	166.9	121.2	103.8	95.1
June.....	108.4	109.1	117.6	114.2	100.7	89.4
July.....	102.5	115.1	118.3	104.3	93.6	79.4
August.....	102.6	106.2	120.6	92.6	105.0	91.4
September...	105.7	105.8	119.9	92.8	113.2	97.7
October.....	113.3	119.5	109.2	99.4	129.4	110.4
November....	95.1	104.0	93.3	85.5	103.2	102.2
December....	104.5	110.9	92.8	96.9	114.0	124.1
Yearly Average	93.0	95.2	103.0	88.7	92.7	88.6
1936						
January.....	51.2	54.7	48.5	50.0	51.7	59.6
February....	50.3	42.9	55.9	46.3	52.1	53.0
March.....	69.5	66.3	78.6	62.7	69.1	81.0
April.....	100.3	108.0	109.0	96.0	96.6	103.2
May.....	131.8	121.6	148.4	139.0	118.8	114.0
June.....	120.5	126.5	119.8	132.9	109.5	103.5
July.....	109.3	116.9	107.2	120.1	99.1	99.6
August.....	108.3	111.0	116.7	105.7	106.8	99.1
September...	117.2	104.1	118.1	110.7	126.3	120.3
October.....	124.2	115.6	109.4	124.1	135.9	126.2
November....	104.0	113.6	97.4	100.1	108.0	115.5
December....	113.4	118.7	91.0	112.3	126.2	125.0
Yearly Average	100.0	100.0	100.0	100.0	100.0	100.0
1937						
January.....	58.3	61.9	57.1	61.5	53.1	66.6
February....	55.4	59.0	64.0	51.3	53.4	55.9
March.....	80.7	78.1	90.2	75.5	75.7	105.3
April.....	121.0	123.3	137.8	105.2	122.3	143.1
May.....	149.0	143.1	178.0	145.8	132.6	156.3
June.....	139.2	142.3	147.2	148.6	122.7	138.5
July.....	126.7	154.7	140.2	128.7	106.1	134.9
August.....	119.2	124.7	142.2	113.1	109.0	119.0
September...	135.0	149.7	151.7	126.2	130.0	133.9
October.....	127.0	153.6	131.2	118.5	124.5	140.2
November....	109.5	134.5	110.5	99.3	110.8	124.7
December....	121.0	145.4	109.9	114.9	128.3	128.5
Yearly Average	111.8	122.5	121.7	107.4	105.7	120.6
1938						
January	67.7	73.8	69.7	73.0	58.7	65.2
February.....	62.3	64.3	64.0	63.6	57.4	66.5
% Change, February, 1938 / February, 1937	+12.5	+9.0	unchanged	+24.0	+7.5	+19.0
% Change, Jan.-Feb., 1938 / Jan.-Feb., 1937	+14.3	+14.2	+10.4	+21.1	+9.0	+7.5

Index Numbers of Music and Radio Store Sales in Canada by Provinces

(Base - Average for 1936 = 100)

(Unadjusted for Seasonal Variations)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
1936						
January.....	79.7	89.2	78.8	81.4	70.4	87.5
February.....	72.8	75.0	78.6	72.0	64.7	73.0
March.....	78.6	70.6	83.7	77.3	72.6	82.0
April.....	88.0	80.0	90.4	89.7	85.6	79.8
May.....	107.9	92.7	109.8	112.1	96.2	106.1
June.....	85.3	87.4	85.0	88.0	76.7	86.9
July.....	77.4	77.5	78.7	80.3	71.7	70.9
August.....	75.9	73.4	71.6	72.6	92.8	75.6
September.....	116.3	107.1	102.9	120.2	127.0	119.5
October.....	138.5	158.1	131.8	133.0	159.1	143.8
November.....	129.7	139.0	130.2	123.8	149.9	121.9
December.....	149.8	149.9	158.4	149.7	133.2	153.1
Yearly Average	100.0	100.0	100.0	100.0	100.0	100.0
1937						
January.....	86.2	87.3	92.9	87.6	72.5	84.1
February.....	84.8	79.8	89.0	85.5	74.8	86.8
March.....	94.1	82.2	101.5	94.0	87.5	88.9
April.....	106.0	78.4	111.9	106.7	99.1	104.7
May.....	125.0	95.3	143.6	126.8	113.2	96.8
June.....	108.1	73.8	103.6	120.0	94.2	96.7
July.....	88.8	76.6	88.4	98.1	69.2	81.5
August.....	88.4	71.2	90.3	89.4	91.0	80.2
September.....	127.0	94.6	140.3	127.2	123.3	106.9
October.....	135.1	144.5	154.0	126.9	144.4	110.0
November.....	132.4	129.0	150.3	131.0	121.9	111.3
December.....	144.1	170.2	162.8	140.3	116.5	150.6
Yearly Average	110.0	98.6	119.1	111.1	100.6	99.9
938						
January.....	87.0	91.7	88.5	92.9	70.2	81.2
February.....	75.7	74.4	87.0	74.5	60.1	73.4
% Change, February, 1938 / February, 1937	-10.7	-6.8	-2.2	-12.9	-19.7	-15.4
% Change, Jan.-Feb.,1938 / Jan.-Feb.,1937	-4.9	-0.6	-3.5	-3.3	-11.5	-9.5

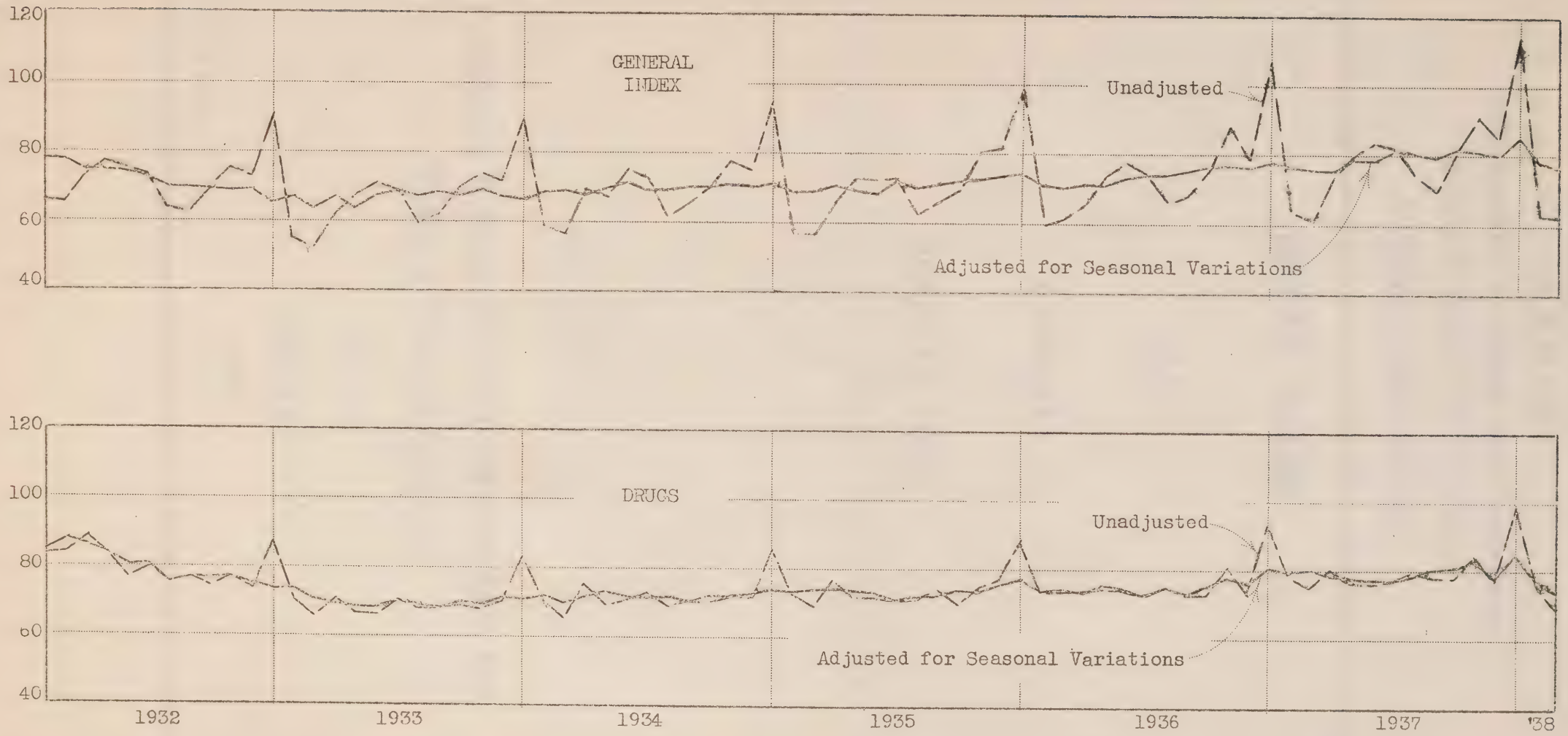
Index Numbers of Variety Store Sales in Canada by Economic Divisions

(Base - Average for 1936 = 100)

(Unadjusted for Seasonal Variations)

ear and Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat-chewan	Alberta	British Columbia
935								
January	59.1	54.9	59.5	62.0	53.8	48.4	57.7	55.3
February ...	64.2	58.1	64.6	65.2	62.0	59.5	71.0	65.4
March	75.0	70.5	75.0	79.0	66.2	60.0	76.3	69.8
April	86.6	80.6	87.9	89.1	87.0	74.4	84.6	81.3
May	88.4	83.6	96.4	89.1	87.9	73.7	82.4	79.0
June	98.5	99.0	110.0	98.8	100.8	85.7	84.9	82.6
July	92.0	97.2	94.8	89.7	96.6	96.0	86.6	85.5
August	93.0	98.3	96.1	92.4	86.6	87.9	93.2	91.3
September ..	86.6	86.6	90.5	85.9	85.3	[illegible]	86.7	81.9
October	100.4	98.8	100.7	99.8	104.4	128.0	105.3	86.6
November ...	101.4	99.1	98.7	104.7	101.0	99.1	107.2	94.2
December ...	182.3	190.9	166.1	186.3	177.1	176.9	192.1	192.0
Yearly Average ..	94.0	93.1	95.0	95.2	92.4	89.7	94.0	88.7
36								
January	59.4	53.5	58.1	61.5	51.9	50.6	64.9	61.6
February ...	67.6	62.3	70.4	68.9	57.3	58.7	67.6	68.7
March	72.3	64.5	72.3	74.4	67.4	63.3	77.0	72.0
April	89.4	82.4	92.3	90.2	89.8	79.0	91.5	88.6
May	101.4	93.9	110.1	102.3	103.7	90.8	91.8	89.2
June	103.4	104.1	113.2	101.7	106.4	95.7	92.6	93.0
July	98.7	103.9	98.9	96.6	101.0	99.8	102.5	99.7
August	96.8	104.9	97.6	94.4	94.8	94.9	93.3	102.8
September ..	95.0	97.5	96.2	91.8	104.8	112.0	94.6	93.3
October	111.9	113.8	109.9	111.5	119.3	131.5	117.8	102.3
November ...	100.6	101.5	96.3	100.4	102.3	120.4	108.4	100.0
December ...	203.3	217.8	184.9	206.3	201.3	203.4	198.1	228.8
Yearly Average ..	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
37								
January	68.6	65.9	69.7	71.1	59.3	57.7	64.2	67.6
February ...	69.8	65.2	71.2	71.1	63.1	68.0	69.1	70.6
March	88.5	83.6	89.9	89.3	84.2	81.9	91.5	93.1
April	89.0	83.1	94.3	88.3	87.6	84.5	95.5	89.3
May	109.7	111.3	124.0	108.3	106.8	103.3	101.2	100.6
June	111.7	111.6	122.6	110.3	116.5	104.0	98.6	103.2
July	113.1	124.6	116.8	111.5	113.1	99.0	110.6	111.8
August	94.7	108.6	97.7	91.6	88.9	79.7	94.9	104.7
September ..	99.8	107.1	104.5	96.8	110.7	89.9	99.4	102.1
October	113.9	119.7	115.6	113.7	125.1	103.6	118.7	105.6
November ...	105.0	113.0	101.3	105.0	109.7	94.1	121.2	105.6
December ...	209.2	242.7	194.4	211.3	202.4	167.9	212.4	234.8
Yearly Average ..	106.1	111.4	108.5	105.7	105.6	94.5	106.4	107.4
38								
anuary	67.2	66.2	69.3	67.1	64.9	52.8	76.4	71.8
ebruary ...	69.6	65.0	72.3	69.5	65.9	56.5	77.2	77.8
hange, ebruary, 1938 / ebruary, 1937	-0.3	-0.3	+1.5	-2.3	+4.4	-16.9	+11.7	+10.2
Change, an.-Feb., 1938 / an.-Feb., 1937	-1.2	+0.1	+0.5	-3.9	+6.9	-13.0	+15.2	+8.2

INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)



CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

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RETAIL SALES

IN

CANADA

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DEPARTMENT OF TRADE AND COMMERCE
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OTTAWA, CANADA

:minion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)
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RETAIL SALES IN CANADA, MARCH, 1938
(Indexes of Value)

Retail sales in Canada gained 15 per cent in March over February, but were 3 per :nt lower than in March a year ago according to calculations based on returns secured from .representative number of retail firms in 13 different lines of business. The general dex on the base 1930 equals 100 was 71.8 for March, 1938, 62.4 for February and 73.7 for irch, 1937.

The 3 per cent decline from March, 1937, is due to the fact that Easter fell as rly as March 28 last year, concentrating Easter business entirely in March. The holiy occurred on April 17 this year with the result that the larger part of the Easter ying was done in April. On making allowance for differences in number of business days, r normal seasonal variations and on making a further somewhat arbitrary adjustment for e changing date of Easter, sales for March, 1937, compare favourably with the volume of siness done a year ago. The adjusted general index of sales stands at 77.9 for March, 38, 76.4 for February, 78.2 for January, and 75.7 for March, 1937.

Two out of the thirteen lines of business indicated improvement over March a ar ago. Grocery and meat sales and hardware store sales advanced 6 per cent and 2 per nt respectively. These lines are less affected by the Easter trade than are most others cluded in this survey. On the other hand, candy store sales declined 49 per cent be- w March, 1937. Furniture store sales were down by 16 per cent. Variety store sales deined 12 per cent; men's clothing, 12 per cent; women's clothing, 8 per cent; dyers and eaners, 8 per cent; boots and shoes, 7 per cent; departmental, 6 per cent; music and dio, 5 per cent; restaurants, 4 per cent; and drugs, 2 per cent.

Data on a provincial basis now available for seven lines of business show that cepting only food and hardware stores, declines below March, 1937, were general for all gions of the country. Department stores in Central Canada reported a smaller decrease low March, 1937, than did similar stores in either the extreme east or west. Quebec ovince made the best showing with a decline of only 2 per cent while the drop in Ontario s similar to that for Canada as a whole at 6 per cent. Department store sales in the airie Provinces were down by 8 per cent while the Maritime Provinces and British Columa reported a decrease of 9 per cent compared with a year ago.

Declines in the variety store field averaged 12 per cent below March, 1937, and nged from 1 per cent in Alberta to 26 per cent in Saskatchewan. The decrease in Mania was 6 per cent while declines for other regions were fairly uniform at from 10 to per cent. Hardware store sales were higher during March this year compared with last all provinces excepting British Columbia where an exceptionally large volume of busiss was reported a year ago. Ontario sales were up by 5 per cent and Quebec, 4 per cent. e Maritime and Prairie Provinces reported minor increases while a 22 per cent decrease s recorded in British Columbia.

Department Store Sales by Principal Departments, March, 1938.

Department stores in Canada reporting a breakdown of sales by principal departnts for March, 1938, indicated a decrease of 6 per cent compared with March, 1937. Easter ying was concentrated entirely in March last year and the comparison with March, 1938, ows declines this year for all groups. Millinery sales fell off 18 per cent and furnire 11 per cent. Girls' and infants' wear and men's and boys' clothing declined 10 per nt. Lingerie and corsets were 9 per cent lower, while sales of home furnishings and ationery, books and magazines decreased 7 per cent. Sales of women's dresses, coats d suits were 6 per cent lower than a year ago; and smallwares, shoes, piece goods and dio departments each reported a drop of 5 per cent. Other departments showed the llowing decreases: drugs, 3 per cent; food, 3 per cent; all other departments, 2 per nt; household appliances and electrical supplies, 2 per cent; hardware and kitchen ensils, 1 per cent; and hosiery and gloves, 1 per cent.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index (961 Firms)			Boots and Shoes (17 Chains)			Candy (8 Chains)			Men's Clothing (a) (355 Firms)			Women's Clothing (b) (234 Firms)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
March, 1929	110.0	108.8	111.0	137.9	133.7	152.0	149.5	144.2	110.9	162.5	158.9	158.9	113.1	110.5	120.1
March, 1930	94.7	91.4	102.7	89.6	84.4	114.0	92.4	89.8	105.7	102.1	97.6	125.1	87.9	83.9	110.4
March, 1931	87.2	87.3	93.9	76.2	76.5	95.6	68.3	70.1	82.4	77.4	78.1	87.7	77.0	77.6	92.4
March, 1932	73.1	73.1	74.6	64.3	64.8	73.7	99.0	98.0	75.4	56.0	56.5	56.5	63.3	63.7	69.2
March, 1933	62.1	59.6	66.9	45.7	44.3	59.9	44.0	43.1	50.8	49.7	47.7	61.2	46.7	44.7	58.8
March, 1934	69.3	66.3	67.6	73.8	69.4	78.9	84.2	78.8	60.6	63.1	59.8	59.8	59.0	55.9	60.8
March, 1935	66.2	63.2	71.0	61.2	57.6	77.9	52.2	50.3	59.2	53.2	50.1	64.2	51.6	48.5	63.9
March, 1936	65.2	65.3	71.8	61.4	61.7	79.1	47.5	48.7	57.2	53.6	54.0	69.2	49.3	49.6	55.8
March, 1937	73.7	74.2	75.7	62.8	63.3	71.9	85.3	84.7	65.2	64.3	65.3	75.1	58.6	59.4	66.8
March, 1938	71.8	69.3	77.9	58.7	57.4	77.6	43.4	42.9	50.5	56.4	54.7	70.1	53.7	52.0	58.4
1937															
April	80.2	79.3	79.3	81.2	80.9	77.8	47.7	48.4	56.9	77.5	76.6	75.1	74.9	74.0	59.2
May	83.7	82.9	78.9	97.7	94.8	81.0	62.0	60.3	61.5	80.4	78.6	76.3	67.3	65.7	61.4
June	82.4	82.3	81.5	113.1	114.0	85.7	44.9	45.8	59.5	81.5	81.5	76.9	71.0	70.9	62.8
July	74.2	70.7	80.4	81.0	76.3	74.8	50.8	47.5	55.9	67.2	63.2	78.1	56.8	53.4	62.8
August	69.4	69.5	79.9	59.2	59.4	71.6	50.1	51.3	52.4	56.0	56.4	77.3	44.0	44.3	63.3
September	81.7	83.4	81.8	82.8	85.5	88.2	55.2	56.1	60.3	76.7	78.2	78.2	59.8	60.9	62.8
October	91.2	87.1	81.4	87.8	82.7	85.2	59.3	57.1	60.1	102.1	96.1	76.9	83.1	78.1	63.5
November	84.6	84.7	79.9	72.4	72.8	67.4	49.2	50.4	58.5	92.3	93.0	75.6	69.0	69.4	62.5
December	115.0	117.5	85.8 (f)	129.2	137.3	97.4	113.1	120.6	64.8	124.6	129.7	78.1	94.3	98.0	63.2
1938															
January	62.4	64.1	78.2	45.3	46.6	70.6	40.9	39.7	53.0	54.9	56.9	80.2 (f)	43.7	45.2	68.5 (f)
February	62.4	66.5	76.4	39.4	41.9	65.4 (f)	54.1	58.7	63.8 (f)	43.1	45.8	72.7	36.9	39.1	66.3
March	71.8	69.3	77.9	58.7	57.4	77.6	43.4	42.9	50.5	56.4	54.7	70.1	53.7	52.0	58.4
% Change, March, 1938 / March, 1937	- 2.6	- 6.6	+ 2.9	- 6.5	- 9.3	+ 7.9	-49.1	-49.4	-22.5	-12.3	-16.2	- 6.7	- 8.4	-12.5	-12.6

(a) Prior to 1936 based on sales of 16 chains. (b) Prior to 1936 based on sales of 13 chains.
(f) Final figures.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental (36 Firms)			Drugs (24 Chains)			Dyers and Cleaners (7 Chains)			Furniture (26 Firms)			Groceries and Meats (b) (34 Chains)		
	A	B	C (a)	A	B	C	A	B	C	A	B	C	A	B	C
March, 1929 ...	101.5	102.6	105.7	109.0	106.3	105.2	113.5	116.2	116.2	128.5	128.8	148.1	108.8	105.2	105.2
March, 1930 ...	88.5	86.4	97.1	107.1	105.4	104.4	104.4	102.8	114.2	97.0	93.9	107.9	100.9	95.7	99.7
March, 1931 ...	86.6	85.9	93.3	93.6	94.2	93.3	98.6	97.1	102.2	78.5	77.8	89.4	94.6	96.2	98.1
March, 1932 ...	69.2	68.6	70.7	88.4	86.7	85.8	63.8	62.8	62.8	56.9	56.3	64.8	84.7	86.1	86.1
March, 1933 ...	59.4	56.5	63.5	71.1	69.4	68.7	58.2	55.1	61.3	48.1	46.0	52.9	75.0	72.2	75.2
March, 1934 ...	67.1	65.3	68.0	75.4	72.1	71.4	72.5	71.3	71.3	61.9	59.9	68.8	78.7	73.8	73.8
March, 1935 ...	61.4	59.7	67.1	76.8	74.8	74.1	64.1	63.0	70.0	62.2	60.2	69.2	81.6	75.9	79.1
March, 1936 ...	62.5	61.9	72.0	73.8	74.2	73.5	68.4	67.2	70.7	62.1	61.4	70.6	77.2	78.4	80.8
March, 1937 ...	70.8	70.5	72.7	81.1	80.0	79.2	70.5	69.2	69.2	78.1	77.3	88.9	84.7	87.0	87.0
March, 1938 ...	66.5	63.4	71.2	79.6	77.9	77.2	65.2	61.7	68.5	65.8	63.0	72.4	89.9	87.8	91.4
1937															
April	77.6	76.3	80.3	77.1	77.7	78.5	96.7	95.0	73.1	99.3	98.3	84.0	87.2	86.1	83.6
May	79.9	80.8	79.2	76.5	75.2	78.3	105.6	107.9	86.3	111.2	111.3	88.4	89.1	86.0	83.5
June	80.5	79.8	77.5	77.6	78.5	77.8	109.4	107.5	96.9	93.3	92.3	93.3	85.3	86.0	86.0
July	62.6	60.9	80.1	80.3	76.7	79.0	81.6	80.2	81.8	75.1	72.7	93.2	89.8	83.6	85.3
August	64.8	64.2	80.3	78.6	79.1	80.7	76.0	74.6	77.7	88.5	87.6	87.6	77.0	78.2	85.0
September ..	80.9	82.8	79.6	78.4	79.3	80.9	94.8	96.8	80.0	102.5	105.1	87.6	86.8	88.4	88.4
October	94.0	91.4	79.5	84.8	82.6	83.4	79.3	77.9	70.2	103.8	100.4	89.7	93.2	86.7	86.7
November ...	91.9	91.1	79.9	76.9	78.3	78.3	66.2	65.0	72.3	93.7	92.8	91.9	84.2	85.5	86.3
December ...	133.7	133.5	83.4	99.5	97.1	85.2	68.3	67.1	87.2	99.1	100.5	90.5	104.8	110.8	99.8
1938															
January	56.3	57.8	78.1	76.0	74.7	77.8	48.2	49.2	69.3(f)	54.6	56.0	84.8	79.3	82.5	85.9(f)
February ...	57.8	61.5	76.9(f)	69.7	75.6	74.9(f)	49.0	52.2	74.6	63.3	67.4	81.1(f)	81.3	86.3	88.1
March	66.5	63.4	71.2	79.6	77.9	77.2	65.2	61.7	68.5	65.8	63.0	72.4	89.9	87.8	91.4
% Change, March, 1938 / March, 1937	-6.1	-10.1	-2.1	-1.8	-2.6	-2.5	-7.5	-10.8	-1.0	-15.7	-18.5	-18.6	+6.1	+0.9	+5.1

(a) Revised from January, 1935 to allow for changes in seasonal adjustment factors.
(b) Entire series revised from January, 1935 to allow for change in method of calculation. (f) Final figures.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

	Hardware (94 Firms)			Music and Radio (a) (102 Firms)			Restaurants (12 Chains)			Variety (12 Chains)		
Year and Month	A	B	C	A	B	C	A	B	C	A	B	C (b)
March, 1929 ...	88.1	90.3	128.9	116.4	119.2	152.8	110.7	108.6	111.9	103.8	100.8	121.5
March, 1930 ...	83.4	82.1	117.3	93.3	91.9	117.8	100.1	98.5	101.6	84.2	79.6	100.8
March, 1931 ...	78.1	76.9	109.9	73.9	72.8	92.2	88.0	87.5	90.2	77.5	77.9	97.4
March, 1932 ...	51.8	51.1	73.0	44.3	43.7	53.9	68.2	66.9	69.0	72.3	72.7	87.6
March, 1933 ...	40.9	38.8	55.5	29.7	28.2	34.4	56.4	55.1	56.8	60.4	58.7	74.2
March, 1934 ...	48.7	48.0	68.6	32.9	32.5	39.6	56.7	55.0	56.7	76.1	71.7	87.4
March, 1935 ...	49.4	48.7	69.6	39.7	39.2	47.8	51.4	50.5	52.0	67.5	63.7	80.6
March, 1936 ...	52.9	52.0	74.2	42.6	42.1	51.9	52.7	52.4	54.0	65.1	65.5	81.8
March, 1937 ...	61.4	60.3	86.2	51.0	50.3	62.1	57.1	56.1	57.8	79.6	80.4	96.9
March, 1938 ...	62.3	58.9	84.1	48.7	46.3	57.2	54.9	53.9	55.5	70.0	68.3	86.5
1937												
April	92.1	90.4	87.0	57.5	56.7	61.0	56.2	56.7	56.2	80.1	79.9	89.8
May	113.5	115.8	85.2	67.8	69.6	61.0	54.2	53.4	53.4	98.7	95.9	95.9
June	106.0	104.1	87.5	58.6	57.8	63.6	53.4	54.2	53.6	100.5	101.1	98.2
July	96.5	94.7	86.1	48.1	47.5	60.9	56.7	55.0	53.4	101.7	95.9	95.9
August	90.8	89.2	86.6	47.9	47.3	61.4	58.4	58.1	54.8	85.2	85.7	93.1
September ..	102.8	104.9	87.4	68.8	70.7	59.4	56.8	57.6	54.9	89.8	92.5	95.4
October	96.7	95.0	82.6	73.2	72.3	57.4	56.3	55.3	55.3	102.5	96.6	96.6
November ...	83.4	81.8	81.8	71.7	70.8	56.6	55.2	55.9	58.3	94.5	95.0	94.1
December ...	92.1	90.5	80.8	78.1	77.1	55.9(f)	57.3	56.1	55.0(f)	188.2	200.4	100.2
1938												
January	51.6	52.7	95.7(f)	47.1	48.4	61.3	51.1	50.3	54.0	60.5	62.6	99.3
February ...	47.7	50.7	90.6	41.1	43.9	55.6	49.3	53.5	55.8	62.6	66.7	92.6(f)
March	62.3	58.9	84.1	48.7	46.3	57.2	54.9	53.9	55.5	70.0	68.3	86.5
% Change March, 1938 / March, 1937	+1.5	-2.3	-2.4	-4.5	-8.0	-7.9	-3.9	-3.9	-4.0	-12.1	-15.0	-10.7

(a) Prior to 1936 based on sales of 9 chains. (b) Revised from January, 1935 to allow for changes in seasonal adjustment factors. (f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat-chewan	Alberta	British Columbia
Men's Clothing Stores								
March, 1936 ...	75.1	76.3	78.7	76.5	75.8	62.3	73.3	66.8
March, 1937 ...	90.2	90.0	87.5	92.3	90.9	90.0	85.4	86.9
March, 1938 ...	79.1	82.2	73.5	82.0	96.1	70.8	80.2	70.6
1938								
January	77.0(f)	84.8	77.4	78.2	72.2	52.4	85.5	76.6
February	60.4	69.8	59.8	62.0	59.3	46.7	55.2	59.2
March	79.1	82.2	73.5	82.0	96.1	70.8	80.2	70.6
% Change, March, 1938 / March, 1937 .	- 12.3	- 8.7	- 16.0	- 11.2	+ 5.7	- 21.3	- 6.1	- 18.8
Women's Clothing Stores								
March, 1936 ...	81.8	75.8	81.0	81.1	75.7	71.4	96.3	85.5
March, 1937 ...	97.2	87.7	83.4	96.6	94.7	93.3	112.6	117.8
March, 1938 ...	89.1	78.5	79.2	91.1	91.9	78.5	99.5	99.2
1938								
January	72.5(f)	88.1	65.2	75.4	65.3	72.3	65.3	72.9
February	61.2	63.5	64.7	60.3	62.6	61.1	58.6	59.1
March	89.1	78.5	79.2	91.1	91.9	78.5	99.5	99.2
% Change, March, 1938 / March, 1937 .	- 8.4	- 10.5	- 5.0	- 5.7	- 3.0	- 15.9	- 11.6	- 15.8
Grocery and Meat Stores								
March, 1935 ...	103.0	(a)	112.1	102.9	96.1	88.2	88.0	99.1
March, 1936 ...	97.4	(a)	106.9	96.9	90.7	83.1	92.1	91.3
March, 1937 ...	106.8	(a)	109.1	106.9	103.6	94.5	102.9	112.7
March, 1938 ...	113.4	(a)	112.9	117.2	95.8	99.3	112.8	112.6
1938								
January	100.0(f)	(a)	101.5	104.6	78.7	82.3	93.7	95.1
February	102.5	(a)	104.0	105.1	85.4	89.5	101.6	103.1
March	113.4	(a)	112.9	117.2	95.8	99.3	112.8	112.6
% Change, March, 1938 / March, 1937 .	+ 6.2	(a)	+ 3.5	+ 9.6	- 7.5	+ 5.1	+ 9.6	- 0.1
Variety Stores								
March, 1935 ...	75.0	70.5	75.0	79.0	66.2	60.0	76.3	69.8
March, 1936 ...	72.3	64.5	72.3	74.4	67.4	63.3	77.0	72.0
March, 1937 ...	88.5	83.6	89.9	89.3	84.2	81.9	91.5	93.1
March, 1938 ...	77.9	74.3	78.4	78.4	79.1	60.6	90.7	84.1
1938								
January	67.2	66.2	69.3	67.1	64.9	52.8	76.4	71.8
February	69.6(f)	64.5	73.3	69.2	65.9	56.5	77.2	77.8
March	77.9	74.3	78.4	78.4	79.1	60.6	90.7	84.1
% Change, March, 1938 / March, 1937 .	- 12.0	- 11.1	- 12.8	- 12.2	- 6.1	- 26.0	- 0.9	- 9.7

(a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations.

(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
March, 1935	81.7	74.2	84.2	83.5	78.7	83.0
March, 1936	83.3	79.4	87.4	83.8	80.3	84.5
March, 1937	94.3	87.4	99.7	93.5	91.4	99.4
March, 1938	88.5	79.4	97.9	88.3	84.3	90.5
1938						
January	75.0	70.4	84.4	74.6	69.6	77.9
February	76.9(f)	70.7	81.9	78.1	71.9	80.8
March	88.5	79.4	97.9	88.3	84.3	90.5
% Change, March, 1938 / March, 1937	-6.[illegible]	-9.2	-1.8	-5.6	-7.8	-9.0
Hardware Stores						
March, 1935	64.9	53.2	71.3	65.5	60.8	81.1
March, 1936	69.5	66.3	78.6	62.7	69.1	81.0
March, 1937	80.7	78.1	90.2	75.5	75.7	105.3
March, 1938	81.8	79.2	94.2	79.6	75.8	81.9
1938						
January	67.7(f)	73.8	72.5	73.2	57.0	66.0
February	62.6	65.0	67.5	64.7	55.4	66.7
March	81.8	79.2	94.2	79.6	75.8	81.9
% Change, March, 1938 / March, 1937	+1.5	+1.4	+4.4	+5.4	+0.1	-22.2
Music and Radio Stores						
March, 1936	78.6	70.6	83.7	77.3	72.6	82.0
March, 1937	94.1	82.2	101.5	94.0	87.5	88.9
March, 1938	89.9	77.7	82.7	97.5	89.7	79.0
1937						
December	144.1(f)	170.2	162.8	140.3	116.5	150.6
1938						
January	87.0	91.8	88.5	92.8	70.9	81.1
February	75.8	74.4	87.4	75.7	61.0	71.0
March	89.9	77.7	82.7	97.5	89.7	79.0
% Change, March, 1938 / March, 1937	-4.5	-5.5	-18.5	+3.7	+2.5	-11.1

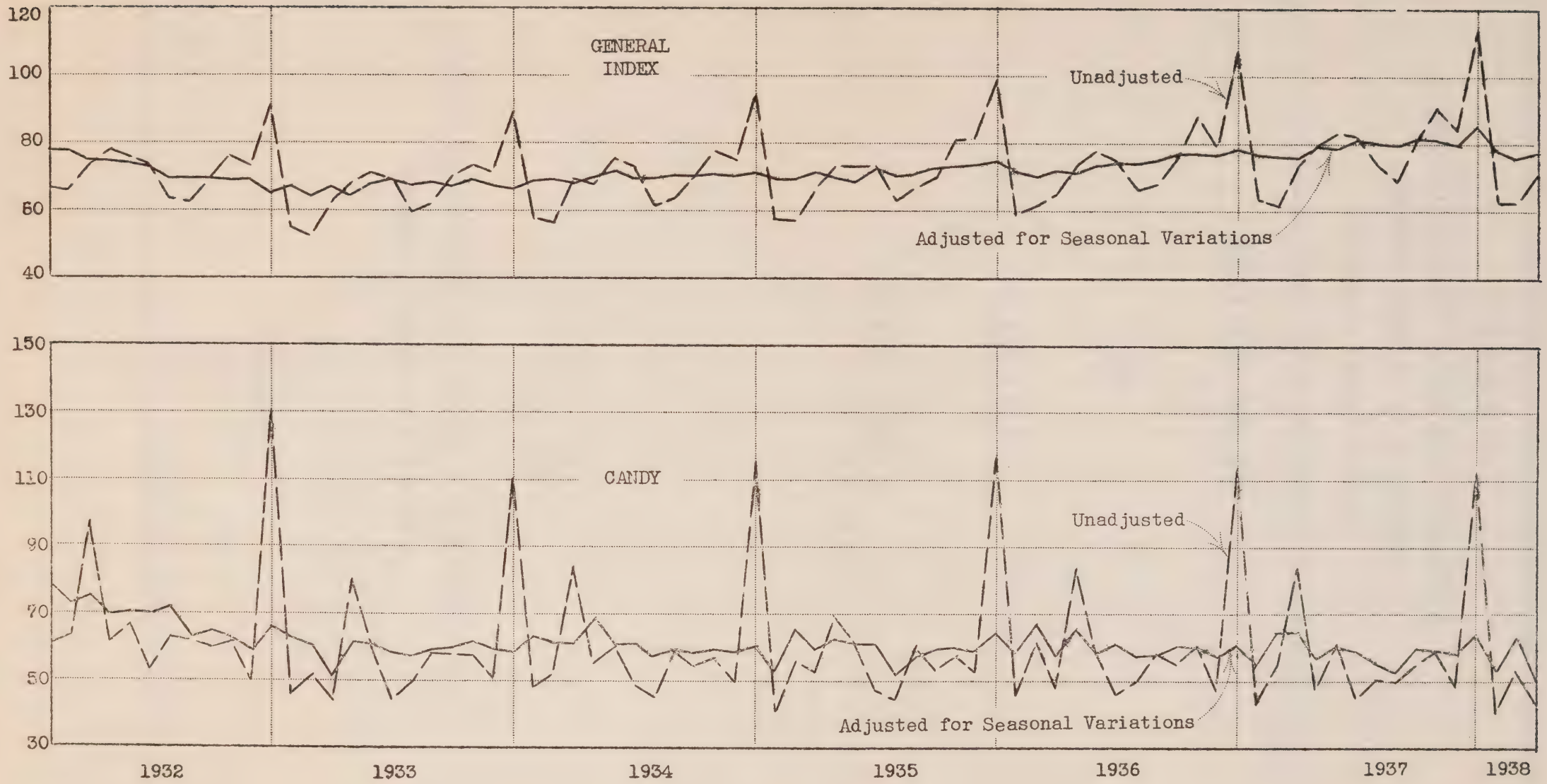
(f) Final figures.

DEPARTMENTAL STORE SALES IN CANADA BY SELECTED DEPARTMENTS

March, 1937, and March, 1938
(Based on sales of 23 firms)

	March 1937	March 1938	% Change 1938/37
	$	$	
TOTAL SALES, ALL DEPARTMENTS	17,206,421	16,229,595	-5.7
1. Women's dresses, coats and suits.....	1,737,803	1,640,177	-5.6
2. Girls' and infants' wear	474,649	428,166	-9.8
3. Hosiery and gloves	766,101	759,840	-0.8
4. Lingerie and corsets	742,035	676,042	-8.9
5. Millinery	323,668	265,365	-18.0
6. Women's and children's apparel - (Total 1 - 5).....	4,044,256	3,769,590	-6.8
7. Men's and boy's clothing and furnishings ...	1,822,184	1,632,831	-10.4
8. Drugs and toilet articles and preparations .	554,312	538,034	-2.9
9. Piece Goods	1,399,785	1,336,236	-4.5
10. Smallwares	621,431	589,967	-5.1
11. Food and kindred products	1,887,751	1,834,212	-2.8
12. Furniture (including mattresses, springs) ..	973,709	862,979	-11.4
13. Home furnishings	1,208,087	1,122,690	-7.1
14. Household appliances and electrical supplies	382,464	376,773	-1.5
15. Hardware and kitchen utensils	637,782	629,893	-1.2
16. Radios, musical instruments and supplies ...	253,975	242,233	-4.6
17. Shoes and other footwear	1,277,285	1,210,267	-5.2
18. Stationery, books and magazines	254,138	236,275	-7.0
19. All other departments, total	1,889,262	1,847,615	-2.2

INDEX NUMBERS OF RETAIL SALES--(Average for 1930 = 100)



CANADA

DEPARTMENT OF TRADE AND COMMERCE

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IN

CANADA

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RETAIL SALES IN CANADA, APRIL, 1938
(Indexes of Value)

Retail sales in Canada gained 17 per cent in April over March and were 4 per cent higher than in April a year ago according to calculations based on returns secured from a representative number of retail firms in 13 different lines of business. The general index on the base 1930 equals 100 was 83.7 for April, 71.7 for March, and 80.2 for April, 1937.

The shifting date of Easter is a factor of major importance tending to destroy comparability in retail trade statistics for the spring months. On making allowances for differences in number of business days, for normal seasonal variations and a further adjustment for the changing date of Easter, sales in April, 1938, averaged 2 per cent below March and 4 per cent below the level obtaining in April a year ago. The general index (adjusted for number of business days and seasonal variations) stands at 75.9 for April, 77.8 for March and 79.3 for April, 1937.

Gains over March and over April a year ago were greatest for those lines of business most susceptible to the stimulus of the Easter trade. Candy store sales increased 73 per cent from March and 61 per cent from April, 1937. Variety stores gained 30 per cent and 14 per cent compared with March, 1938, and April, 1937, respectively. Increases over April, 1937, for other lines of trade were as follows: groceries and meats, 9 per cent; women's clothing, 7 per cent; dyers and cleaners, 6 per cent; men's clothing, 5 per cent; and department stores, 3 per cent. Shoe store sales remained unchanged from April a year ago. Drug store sales were down by 1 per cent; hardware, 2 per cent; music and radio stores, 5 per cent; furniture stores and restaurants, 11 per cent.

Regional figures for department stores show increases over April last year of 1 per cent in the Prairie Provinces, 2 per cent in Ontario, 3 per cent in the Maritime provinces, 4 per cent in British Columbia, and 10 per cent in Quebec.

Sales of variety stores were down 3 per cent in Saskatchewan and up 21 per cent in Manitoba compared with last year, while increases for all other provinces were quite uniform at from 13 to 17 per cent. In the grocery and meat store field, sales were down 6 per cent in Alberta and in Manitoba, remained practically unchanged in British Columbia, gained 4 per cent in Saskatchewan, 13 per cent in Ontario and 11 per cent in Quebec.

Department Store Sales, by Departments--Sales of department stores reporting commodity figures ranged 3 per cent higher in April of this year than last. Reflecting the concentration of the Easter business in April this year, millinery sales gained 18 per cent, and hosiery and gloves 15 per cent. Sales of all women's and children's apparel gained 9 per cent; men's and boys' clothing and furnishings were up 7 per cent, and shoes gained a like amount compared with April last year.

Corresponding-Month Comparison of Retail Sales in Canada, by Kinds of Business

	March, 1938			April, 1938		
	+ or - p.c. compared with			+ or - p.c. compared with		
	March, 1930	March, 1937	Feb., 1938	April, 1930	April, 1937	March, 1938
General Index	-24.3	- 2.7	+14.9	-22.4	+ 4.4	+16.7
Boots and Shoes	-34.4	- 6.4	+48.9	-34.4	- 0.2	+37.8
Candy	-51.9	-47.9	-17.9	-40.8	+61.4	+73.4
Men's Clothing	-44.5	-11.8	+31.6	-45.1	+ 5.4	+44.1
Women's Clothing	-39.0	- 8.5	+45.3	-36.8	+ 7.1	+49.6
Departmental	-24.9	- 6.1	+15.1	-24.3	+ 3.0	+20.2
Drugs	-26.2	- 2.6	+13.3	-24.8	- 1.0	- 3.4
Dyers and Cleaners	-36.6	- 6.1	+34.8	-25.0	+ 6.3	+55.3
Furniture	-31.1	-14.5	+ 5.5	-24.0	-11.4	+31.7
Groceries and Meats	-11.1	+ 5.9	+10.3	-10.4	+ 8.8	+ 5.8
Hardware	-24.1	+ 3.1	+32.7	-11.5	- 1.5	+43.3
Music and Radio	-47.3	- 3.5	+19.4	-31.0	- 4.9	+11.2
Restaurants	-45.7	- 4.7	+11.5	-48.7	-10.7	- 7.7
Variety	-16.9	-12.1	+11.8	- 2.0	+13.5	+29.9

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index (961 Firms)			Boots and Shoes (17 Chains)			Candy (8 Chains)			Men's Clothing (a) (355 Firms)			Women's Clothing (b) (234 Firms)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
April, 1929	109.8	110.2	110.2	132.9	133.4	128.3	93.5	95.9	112.8	158.3	159.6	138.8	114.7	115.6	107.0
April, 1930	107.8	111.7	102.5	123.5	128.6	109.0	130.0	132.8	102.1	148.7	154.9	113.1	126.9	132.0	106.5
April, 1931	95.1	98.0	93.3	104.2	107.6	96.0	107.5	109.3	84.1	107.5	111.5	88.5	101.1	104.7	90.3
April, 1932	77.7	74.5	74.5	88.9	83.6	80.4	61.3	59.1	69.5	67.7	63.7	55.4	79.2	74.4	68.9
April, 1933	67.6	69.4	63.7	72.7	72.7	61.6	80.5	80.3	61.7	82.8	84.1	61.4	67.2	68.2	55.0
April, 1934	67.4	69.6	69.6	71.0	73.0	70.2	55.2	58.2	68.4	66.0	68.5	59.6	62.3	64.5	59.7
April, 1935	72.9	75.7	69.5	83.1	86.1	73.0	78.9	80.8	62.2	84.9	89.1	65.0	70.6	74.0	59.7
April, 1936	73.9	76.2	71.2	81.5	84.1	73.8	83.8	85.2	65.5	74.2	76.9	69.3	76.2	78.9	61.6
April, 1937	80.2	79.3	79.3	81.2	80.9	77.8	47.7	48.4	56.9	77.5	76.6	75.1	74.9	74.0	60.7
April, 1938	83.7	82.7	75.9	81.0	78.6	66.6	77.0	74.2	57.1	81.7	79.8	71.9	80.2	78.3	62.6
1937															
May	83.7	82.9	78.9	97.7	94.8	81.0	62.0	60.3	61.5	80.4	78.6	76.3	67.3	65.7	61.4
June	82.4	82.3	81.5	113.1	114.0	85.7	44.9	45.8	59.5	81.5	81.5	76.9	71.0	70.9	62.8
July	74.2	70.7	80.4	81.0	76.3	74.8	50.8	47.5	55.9	67.2	63.2	78.1	56.8	53.4	62.8
August	69.4	69.5	79.9	59.2	59.4	71.6	50.1	51.3	52.4	56.0	56.4	77.3	44.0	44.3	63.3
September	81.7	83.4	81.8	82.8	85.5	88.2	55.2	56.1	60.3	76.7	78.2	78.2	59.8	60.9	62.8
October	91.2	87.1	81.4	87.8	82.7	85.2	59.3	57.1	60.1	102.1	96.1	76.9	83.1	78.1	63.5
November	84.6	84.7	79.9	72.4	72.8	67.4	49.2	50.4	58.5	92.3	93.0	75.6	69.0	69.4	62.5
December	115.0	117.5	85.8	129.2	137.3	97.4	113.1	120.6	64.8	124.6	129.7	78.1	94.3	98.0	63.2
1938															
January	62.4	64.1	78.2(f)	45.3	46.6	70.6	40.9	39.7	53.0	55.1	57.1	80.4	43.7	45.2	68.5(f)
February	62.4	66.5	76.4	39.5	42.0	65.5	54.1	58.7	63.8	43.1	45.8	72.7(f)	36.9	39.1	66.3
March	71.7	69.3	77.8	58.8	57.5	77.7(f)	44.4	43.9	51.7(f)	56.7	54.9	70.4	53.6	51.9	66.6
April	83.7	82.7	75.9	81.0	78.6	66.6	77.0	74.2	57.1	81.7	79.8	71.9	80.2	78.3	62.6

(a) Prior to 1936 based on sales of 16 chains.
(b) Prior to 1936 based on sales of 13 chains.
(f) Final figures.

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental (36 Firms)			Drugs (24 Chains)			Dyers and Cleaners (7 Chains)			Furniture (26 Firms)			Groceries and Meats [b] (34 Chains)		
	A	B	C [a]	A	B	C	A	B	C	A	B	C	A	B	C
April, 1929	104.1	103.2	108.6	101.0	103.0	104.1	139.5	137.3	105.7	127.9	126.7	114.1	105.7	107.4	104.3
April, 1930	105.6	108.9	105.7	101.5	102.8	103.9	137.0	140.3	100.2	115.8	118.8	107.0	105.9	111.2	103.9
April, 1931	94.5	97.0	97.0	91.2	92.4	93.3	124.1	127.1	94.1	95.7	98.2	88.5	97.0	101.1	96.2
April, 1932	77.7	75.6	79.6	84.2	83.1	83.9	88.7	87.3	67.1	73.3	70.9	63.8	81.4	75.8	73.6
April, 1933	66.6	70.1	68.0	66.9	67.6	68.3	87.6	93.4	66.7	57.3	59.4	53.1	70.2	70.5	65.9
April, 1934	66.3	68.1	70.9	69.2	72.0	72.7	87.9	89.9	69.1	71.3	73.1	63.1	71.6	74.5	72.4
April, 1935	72.6	74.9	72.7	71.7	73.0	73.8	96.3	98.4	70.3	81.2	83.3	71.2	73.7	78.0	72.9
April, 1936	72.1	74.0	69.8	74.3	75.2	75.9	112.0	114.5	84.8	86.1	88.3	75.5	76.1	79.2	74.7
April, 1937	77.6	76.3	80.3	77.1	77.7	78.5	96.7	95.0	73.1	99.3	98.3	84.0	87.2	86.1	83.6
April, 1938	79.9	80.8	76.2	76.3	75.2	76.0	102.8	105.1	75.1	88.0	88.2	75.4	94.9	91.6	85.6
1937															
May	79.9	80.8	79.2	76.5	75.2	78.3	105.6	107.9	86.3	111.2	111.3	88.4	89.1	86.0	83.5
June	80.5	79.8	77.5	77.6	78.5	77.8	109.4	107.5	96.9	93.3	92.3	93.3	85.3	86.0	86.0
July	62.6	60.9	80.1	80.3	76.7	79.0	81.6	80.2	81.8	75.1	72.7	93.2	89.8	83.6	85.3
August	64.8	64.2	80.3	78.6	79.1	80.7	76.0	74.6	77.7	88.5	87.6	87.6	77.0	78.2	85.0
September	80.9	82.8	79.6	78.4	79.3	80.9	94.8	96.8	80.0	102.5	105.1	87.6	86.8	88.4	88.4
October	94.0	91.4	79.5	84.8	82.6	83.4	79.3	77.9	70.2	103.8	100.4	89.7	93.2	86.7	86.7
November	91.9	91.1	79.9	76.9	78.3	78.3	66.2	65.0	72.3	93.7	92.8	91.9	84.2	85.5	86.3
December	133.7	133.5	83.4	99.5	97.1	85.2	68.3	67.1	87.2	99.1	100.5	90.5	104.8	110.8	99.8
1938															
January	56.3	57.8	78.1	76.0	74.7	77.8	48.2	49.2	69.3 [f]	54.6	56.0	84.8	79.3	82.5	85.9 [f]
February	57.8	61.5	76.9	69.7	75.6	74.9 [f]	49.1	52.3	74.8	63.3	67.4	[f] 81.1	81.3	86.3	88.0
March	66.5	63.5	75.5 [f]	79.0	77.4	76.6	66.2	62.6	69.6	66.8	63.9	73.5	89.7	87.6	91.2
April	79.9	80.8	76.2	76.3	75.2	76.0	102.8	105.1	75.1	88.0	88.2	75.4	94.9	91.6	85.6

(a) Revised from January, 1935, to allow for changes in seasonal adjustment factors.
(b) Entire series revised from January, 1935, to allow for change in method of calculation.
(f) Final figures.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware (94 Firms)			Music and Radio[a] (102 Firms)			Restaurants (12 Chains)			Variety (12 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C[b]
April, 1929	115.3	113.6	109.2	108.1	106.5	143.9	108.1	109.6	108.5	99.8	100.3	112.7
April, 1930	102.5	105.0	101.0	79.3	81.3	109.8	97.8	99.1	98.1	92.8	96.4	103.6
April, 1931	90.4	92.6	89.0	61.5	63.0	84.0	87.5	88.7	87.8	92.2	95.3	103.6
April, 1932	75.5	74.4	71.6	41.8	41.2	54.2	68.4	68.4	67.7	80.7	76.1	85.5
April, 1933	59.7	63.7	61.3	26.2	28.0	35.0	55.6	56.5	56.0	73.9	74.1	79.6
April, 1934	67.1	68.8	66.1	29.9	30.7	37.9	53.9	55.3	54.8	69.8	72.2	80.2
April, 1935	73.7	75.5	72.6	35.5	36.4	45.0	50.7	51.4	50.9	77.9	80.9	87.0
April, 1936	76.4	78.0	75.0	47.7	49.0	52.6	51.7	52.4	51.9	80.4	83.2	90.5
April, 1937	92.1	90.4	87.0	57.5	56.7	61.0	56.2	56.7	56.2	80.1	79.9	89.8
April, 1938	90.7	92.6	89.1	54.7	56.2	60.4	50.2	50.3	49.8	90.9	88.3	94.9
1937												
May	113.5	115.8	85.2	67.8	69.6	61.0	54.2	53.4	53.4	98.7	95.9	95.9
June	106.0	104.1	87.5	58.6	57.8	63.6	53.4	54.2	53.6	100.5	101.1	98.2
July	96.5	94.7	86.1	48.1	47.5	60.9	56.7	55.0	53.4	101.7	95.9	95.9
August	90.8	89.2	86.6	47.9	47.3	61.4	58.4	58.1	54.8	85.2	85.7	93.1
September	102.8	104.9	87.4	68.8	70.7	59.4	56.8	57.6	54.9	89.8	92.5	95.4
October	96.7	95.0	82.6	73.2	72.3	57.4	56.3	55.3	55.3	102.5	96.6	96.6
November	83.4	81.8	81.8	71.7	70.8	56.6	55.2	55.9	58.3	94.5	95.0	94.1
December	92.1	90.5	80.8	78.1	77.1	55.9	57.3	56.1	55.0	188.2	200.4	100.2
1938												
January	51.6	52.7	95.9	47.1	48.4	61.3	50.8	50.0	53.8	60.5	62.6	99.3
February	47.7	50.7	90.5(f)	41.2	44.0	55.7(f)	48.8	53.0	55.3	62.6	66.7	92.6
March	63.3	59.8	85.5	49.2	46.7	57.7	54.4	53.4	55.0(f)	70.0	68.3	86.5(f)
April	90.7	92.6	89.1	54.7	56.2	60.4	50.2	50.3	49.8	90.9	88.3	94.9

(a) Prior to 1936 based on sales of 9 chains.
(b) Revised from January, 1935, to allow for changes in seasonal adjustment factors.
(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Men's Clothing Stores								
April, 1936 ...	104.1	100.2	105.0	106.7	112.2	97.4	98.0	93.5
April, 1937 ...	108.7	99.7	119.1	109.3	117.0	104.5	99.6	93.4
April, 1938 ...	114.6	126.9	117.8	116.3	116.0	97.2	109.9	104.7
1938								
January	77.2	83.1	77.3	78.8	72.2	52.4	85.5	77.3
February	60.5(f)	68.4	59.7	62.0	60.3	47.1	55.2	59.6
March	79.5	82.1	73.9	82.2	96.4	70.6	79.1	73.8
April	114.6	126.9	117.8	116.3	116.0	97.2	109.9	104.7
% Change, April, 1938 / April, 1937	+ 5.4	+27.3	- 1.1	+ 6.4	- 0.9	- 7.0	+10.3	+12.1
Women's Clothing Stores								
April, 1936 ...	126.4	114.6	132.6	124.6	129.3	126.5	132.3	124.0
April, 1937 ...	124.3	110.9	149.5	120.5	117.1	109.4	131.4	106.4
April, 1938 ...	133.0	137.7	141.4	129.9	135.4	129.3	131.2	134.3
1938								
January	72.5(f)	88.1	65.2	75.4	65.3	72.3	65.3	72.9
February	61.2	63.5	64.7	60.4	62.6	61.1	58.6	59.1
March	89.0	78.5	79.2	91.2	91.9	78.5	99.5	99.2
April	133.0	137.7	141.4	129.9	135.4	129.3	131.2	134.3
% Change, April, 1938 / April, 1937	+ 7.1	+24.2	- 5.4	+ 7.8	+15.6	+18.2	- 0.2	+26.2
Grocery and Meat Stores								
April, 1935 ...	93.0	(a)	98.5	93.3	88.5	83.2	79.6	90.8
April, 1936 ...	96.0	(a)	99.8	96.5	93.0	85.3	93.4	92.7
April, 1937 ...	109.9	(a)	110.4	109.0	108.4	100.9	126.4	115.1
April, 1938 ...	119.7	(a)	122.8	122.8	102.0	104.4	119.1	114.5
1938								
January	100.0(f)	(a)	101.5	104.6	78.7	82.3	93.7	95.1
February	102.5	(a)	104.0	105.1	85.4	89.5	101.6	102.2
March	113.1	(a)	112.9	116.8	96.0	99.3	112.8	111.3
April	119.7	(a)	122.8	122.8	102.0	104.4	119.1	114.5
% Change, April, 1938 / April, 1937	+ 8.8	(a)	+ 11.2	+ 12.7	- 5.9	+ 3.5	- 6.1	- 0.5
Variety Stores								
April, 1935 ...	86.6	80.6	87.9	89.1	87.0	74.4	84.6	81.3
April, 1936 ...	89.4	82.4	92.3	90.2	89.8	79.0	91.5	88.6
April, 1937 ...	89.0	83.1	94.3	88.3	87.6	84.5	95.5	89.3
April, 1938 ...	101.0	95.9	107.6	100.1	105.9	82.0	110.6	104.0
1938								
January	67.2	66.2	69.3	67.1	64.9	52.8	76.4	71.8
February	69.6	64.5	73.3	69.2	65.9	56.5	77.2	77.8
March	77.9(f)	74.3	78.4	78.4	79.1	60.6	90.7	84.1
April	101.0	95.9	107.6	100.1	105.9	82.0	110.6	104.0
% Change, April, 1938 / April, 1937	+13.5	+15.4	+14.1	+13.4	+20.9	- 3.0	+15.8	+16.5

(a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations.
(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1936 = 100)

ar and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
			Department Stores			
ril, 1935	96.6	92.4	103.3	98.4	92.6	93.3
ril, 1936	95.9	91.8	99.0	96.2	94.4	96.7
ril, 1937	103.2	99.7	110.6	104.1	99.2	101.5
ril, 1938	106.4	102.3	122.1	106.6	98.2	105.3
138						
January	75.0	70.4	84.4	74.6	69.6	77.9
February	76.9	70.7	81.9	78.1	71.9	80.8
March	88.5(f)	79.5	97.9	88.4	84.3	90.6
April	106.4	102.3	122.1	106.6	98.2	105.3
%Change, April, 1938 / April, 1937 ...	+ 3.0	+ 2.6	+10.4	+ 2.4	- 1.0	+ 3.7
			Hardware Stores			
ril, 1936	100.3	108.0	109.0	96.0	96.6	103.2
ril, 1937	121.0	123.3	137.8	105.2	122.3	143.1
ril, 1938	119.2	124.5	136.7	113.3	112.1	121.9
138						
January	67.8	73.8	72.5	73.2	57.3	66.0
February	62.6(f)	63.8	67.5	64.7	55.8	66.7
March	83.1	79.0	95.0	81.2	77.4	88.9
April	119.2	124.5	136.7	113.3	112.1	121.9
%Change, April, 1938 / April, 1937 ...	- 1.5	+ 1.0	- 0.8	+ 7.7	- 8.3	-14.8
			Music and Radio Stores			
ril, 1936	88.0	80.0	90.4	89.7	85.6	79.8
ril, 1937	106.0	78.4	111.9	106.7	99.1	104.7
ril, 1938	101.0	74.9	94.3	108.2	92.6	100.7
138						
January	87.0	91.8	88.5	92.8	70.9	81.1
February	76.0(f)	74.4	87.4	76.1	60.6	71.0
March	90.7	77.7	82.4	98.1	90.8	80.1
April	101.0	74.9	94.3	108.2	92.6	100.7
%Change, April, 1938 / April, 1937 ...	- 4.9	- 4.5	-15.7	+ 1.4	- 6.6	- 3.8

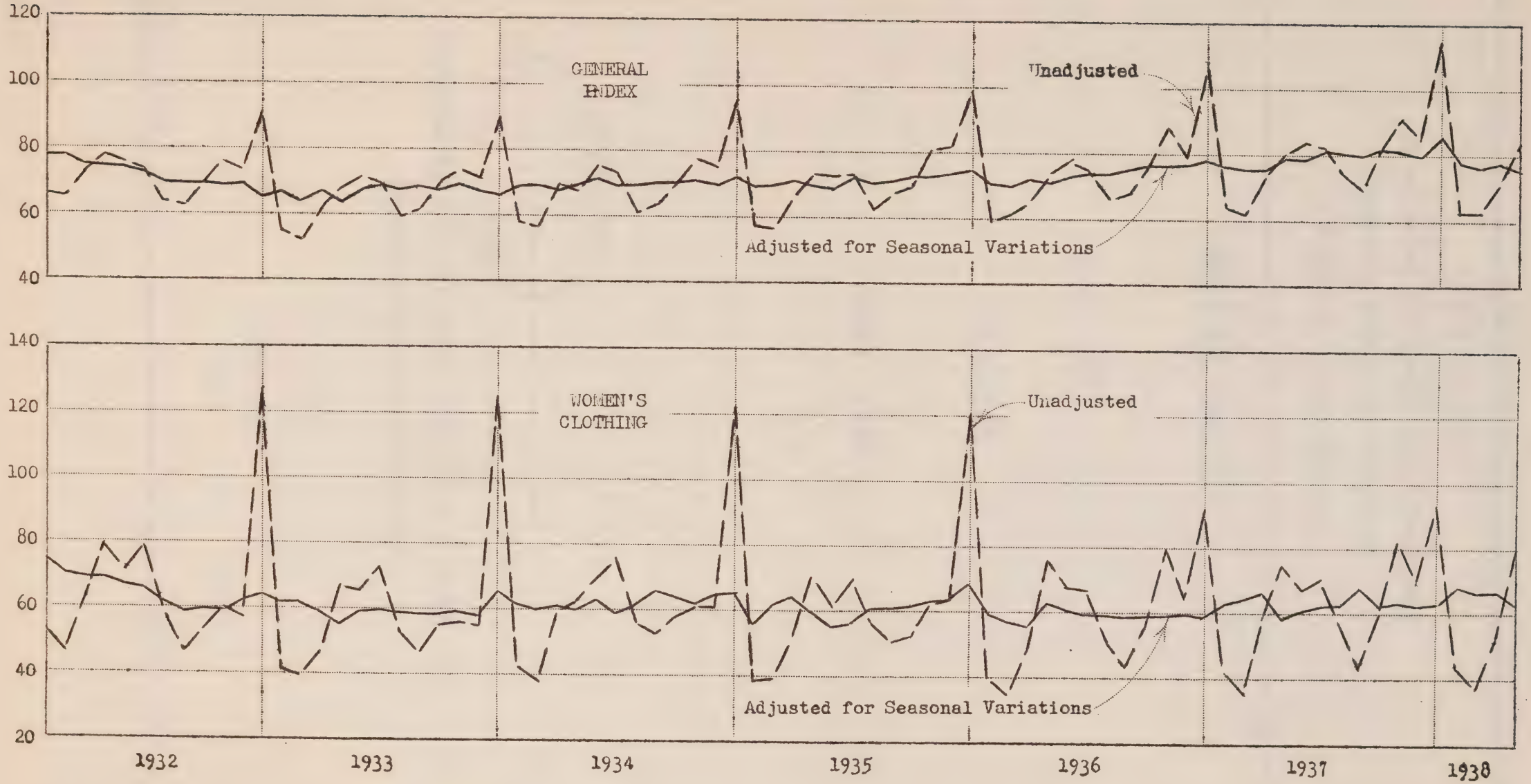
() Final figures.

DEPARTMENTAL STORE SALES IN CANADA BY SELECTED DEPARTMENTS
APRIL, 1937, AND APRIL, 1938

(Based on sales of 20 firms)

	April, 1937	April, 1938	% Change, 1938/37
	$	$	
TOTAL SALES, ALL DEPARTMENTS	18,746,099	19,279,249	+ 2.8
1. Women's dresses, coats and suits	2,141,360	2,314,651	+ 8.1
2. Girls' and infants' wear	566,068	627,841	+ 10.9
3. Hosiery and gloves	812,967	934,750	+ 15.0
4. Lingerie and corsets	727,617	704,604	- 3.2
5. Millinery	395,041	466,190	+ 18.0
6. Women's and children's apparel - (Total, 1-5)	4,643,053	5,048,036	+ 8.7
7. Men's and boy's clothing and furnishings ..	2,008,623	2,144,887	+ 6.8
8. Drugs and toilet articles and preparations.	516,204	518,022	+ 0.4
9. Piece goods	1,322,768	1,191,147	- 10.0
10. Smallwares	575,164	589,225	+ 2.4
11. Food and kindred products	1,824,583	1,906,697	+ 4.5
12. Furniture (including mattresses, springs) .	1,042,275	1,002,252	- 3.8
13. Home furnishings	1,448,279	1,389,756	- 4.0
14. Household appliances and electrical supplies	498,328	461,763	- 7.3
15. Hardware and kitchen utensils	816,598	795,362	- 2.6
16. Radios, musical instruments and supplies ..	225,140	220,902	- 1.9
17. Shoes and other footwear	1,520,543	1,631,724	+ 7.3
18. Stationery, books and magazines	210,905	210,652	- 0.1
19. All other departments, total	2,093,636	2,168,824	+ 3.6

INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)



CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 8 No. 5

RETAIL SALES

IN

CANADA

MAY 1938

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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

Dominion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)
Chief, Internal Trade Branch Herbert Marshall, B.A., F.S.S.

RETAIL SALES IN CANADA, MAY, 1938.
(Indexes of Value)

Retail Sales in Canada in May declined 7 per cent from April and were also 7 per cent below the dollar volume recorded for May a year ago, according to calculations based on returns from a representative number of firms in 13 different lines of business. The general index (on the base 1930 equals 100) was 78.0 for May, 84.0 for April, and 83.7 for May, 1937.

The 7 per cent decline from last year may be attributed partly to the occurrence of five Saturdays in May a year ago compared with four in this. On making allowance for differences in number of business days and for differences in the sales importance of the various days of the week, the decline below May last year reduces to 3 per cent. The decline of 7 per cent from April is in line with the average seasonal movement for this time of year; the general index, further adjusted for normal seasonal variations, standing at 76.5 for May compared with 76.2 for the preceding month and 77.9 for March.

All lines of trade shared in the decline from May last year. Unfavourable weather conditions contributed to pronounced decreases in all branches of the clothing trade. Shoe store sales were down 22 per cent from May a year ago, men's clothing store sales, 20 per cent; women's clothing store sales, 13 per cent; and dyers and cleaners, 7 per cent. Variety store sales were down by 12 per cent, and department store sales were off by 9 per cent. Candy store sales fell off 12 per cent, while more moderate declines were recorded for other groups as follows: music and radio, 6 per cent; restaurants, 4 per cent; and drugs, furniture, hardware and groceries and meats, 2 per cent.

Results by territorial divisions for department stores show decreases below May, 1937, ranging from 7 per cent in Quebec to 13 per cent in the Maritime Provinces. Sales in Ontario and British Columbia were down by 8 per cent, while the Prairie Provinces were down by 11 per cent. Decreases in the variety store field ranged from 1 per cent in British Columbia to 22 per cent in Saskatchewan. Increases in hardware store sales of 7 per cent in Quebec and 5 per cent in Ontario were more than offset by declines of 2 per cent, 11 per cent, and 23 per cent in the Maritimes, Prairie Provinces and British Columbia respectively, resulting in the 2 per cent decrease for the country as a whole.

Department Store Sales by Departments--Sales of 22 departmental firms operating stores by departments averaged 8 per cent lower in May this year than last. Declines were generally greatest for the clothing groups, amounting to 14 per cent for men's clothing and furnishings, 10 per cent for shoes, 9 per cent for piece goods, and 8 per cent for women's clothing and apparel. Radios, musical instruments and supplies were down by 22 per cent, and the furniture department was 8 per cent lower than in May last year.

Corresponding-Month Comparison of Retail Sales in Canada, by Kinds of Business

	April, 1938			May, 1938		
	+ or - p.c. compared with			+ or - p.c. compared with		
	April, 1930	April, 1937	March, 1938	May, 1930	May, 1937	April, 1938
General Index	-22.1	+ 4.7	+17.0	-28.5	- 6.8	- 7.1
Boots and Shoes	-25.6	+13.2	+55.8	-36.8	-21.8	-16.9
Candy	-40.2	+62.9	+75.0	-48.4	-11.6	-29.5
Men's Clothing	-44.6	+ 6.3	+44.1	-49.2	-20.0	-22.0
Women's Clothing	-34.8	+10.5	+51.6	-50.9	-13.4	-29.6
Departmental	-24.7	+ 2.4	+19.5	-30.4	- 8.8	- 8.3
Drugs	-24.2	- 0.3	- 2.7	-26.6	- 2.4	- 2.9
Dyers and Cleaners	-25.0	+ 6.3	+55.3	-39.7	-21.9	-19.7
Furniture	-23.4	-10.7	+32.8	-20.8	- 2.0	+22.9
Groceries and Meats	-10.3	+ 8.9	+ 5.9	-20.5	- 2.1	- 8.2
Hardware	-14.1	- 4.5	+39.0	-10.9	- 2.3	+26.0
Music and Radio	-30.0	- 3.5	+13.5	-22.8	- 6.3	+14.4
Restaurants	-46.4	- 6.8	- 3.7	-50.0	- 3.7	- 0.4
Variety	- 1.9	+13.6	+30.0	-18.0	-12.4	- 4.9

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index (961 Firms)			Boots and Shoes (17 Chains)			Candy (8 Chains)			Men's Clothing (a) (355 Firms)			Women's Clothing (b) (234 Firms)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
May, 1929	115.2	114.3	108.8	149.3	149.4	127.7	116.7	114.7	117.0	146.0	145.5	124.4	121.7	121.2	110.2
May, 1930	109.1	107.4	102.3	120.9	120.5	103.0	106.1	99.4	101.5	126.5	125.1	106.9	118.7	117.2	106.6
May, 1931	92.6	90.8	86.5	103.4	100.2	85.6	87.9	84.7	86.5	90.1	86.8	74.2	92.4	88.9	80.8
May, 1932	75.6	77.8	74.1	91.8	94.4	80.7	67.3	68.9	70.3	67.4	69.9	59.8	70.7	73.2	66.6
May, 1933	70.9	70.9	67.6	77.5	77.8	66.5	59.9	59.4	60.6	68.2	68.7	58.7	64.8	65.2	59.3
May, 1934	75.1	74.8	71.3	92.1	92.8	79.3	60.0	59.3	60.5	76.1	76.1	65.0	68.7	68.6	62.4
May, 1935	72.3	71.7	68.3	80.9	80.9	69.2	60.8	59.7	61.0	71.4	71.1	60.8	61.0	60.7	55.2
May, 1936	77.9	76.5	72.8	97.6	98.4	84.1	59.1	57.0	58.2	74.3	71.5	69.4	67.9	65.3	61.0
May, 1937	83.7	82.9	78.9	97.7	94.8	81.0	62.0	60.3	61.5	80.4	78.6	76.3	67.3	65.7	61.4
May, 1938	78.0	80.3	76.5	76.4	78.6	67.2	54.8	56.2	57.3	64.3	66.6	64.7	58.3	60.4	56.4
1937															
June	82.4	82.3	81.5	113.1	114.0	85.7	44.9	45.8	59.5	81.5	81.5	76.9	71.0	70.9	62.8
July	74.2	70.7	80.4	81.0	76.3	74.8	50.8	47.5	55.9	67.2	63.2	78.1	56.8	53.4	62.8
August	69.4	69.5	79.9	59.2	59.4	71.6	50.1	51.3	52.4	56.0	56.4	77.3	44.0	44.3	63.3
September	81.7	83.4	81.8	82.8	85.5	88.2	55.2	56.1	60.3	76.7	78.2	78.2	59.8	60.9	62.8
October	91.2	87.1	81.4	87.8	82.7	85.2	59.3	57.1	60.1	102.1	96.1	76.9	83.1	78.1	63.5
November	84.6	84.7	79.9	72.4	72.8	67.4	49.2	50.4	58.5	92.3	93.0	75.6	69.0	69.4	62.5
December	115.0	117.5	85.8	129.2	137.3	97.4	113.1	120.6	64.8	124.6	129.7	78.1	94.3	98.0	63.2
1938															
January	62.4	64.1	78.2(f)	45.3	46.6	70.6	40.9	39.7	53.0	55.1	57.1	80.4	43.7	45.3	68.6
February	62.4	66.5	76.4	39.5	42.0	65.6	54.1	58.7	63.8	43.2	45.8	72.8	36.9	39.2	66.4
March	71.8	69.3	77.9	59.0	57.7	78.0	44.4	43.9	51.7	57.2	55.5	71.2(f)	54.6	52.8	67.7(f)
April	84.0	83.1	76.2	91.9	89.1	75.5(f)	77.7	74.9	57.6(f)	82.4	80.5	72.5	82.8	80.8	64.6
May	78.0	80.3	76.5	76.4	78.6	67.2	54.8	56.2	57.3	64.3	66.6	64.7	58.3	60.4	56.4

(a) Prior to 1936 based on sales of 16 chains.
(b) Prior to 1936 based on sales of 13 chains.
(f) Final figures.

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental (36 Firms)			Drugs (24 Chains)			Dyers and Cleaners (7 Chains)			Furniture (26 Firms)			Groceries and Meats(b) (34 Chains)		
	A	B	C (a)	A	B	C	A	B	C	A	B	C	A	B	C
May, 1929	107.3	105.9	103.8	104.4	102.1	106.3	123.9	122.0	97.6	139.4	138.1	115.1	111.8	111.9	105.5
May, 1930	104.8	103.1	101.1	101.8	97.4	101.4	136.9	104.8	107.9	137.6	136.4	113.6	109.7	108.5	102.4
May, 1931	89.3	89.9	88.1	91.0	88.7	92.4	106.5	109.0	87.2	99.0	99.2	82.7	96.6	91.6	86.4
May, 1932	73.7	75.7	74.2	76.6	77.1	80.3	80.6	82.5	66.0	72.9	74.7	61.8	79.8	83.1	78.4
May, 1933	70.0	69.4	68.0	66.3	65.4	68.1	85.9	84.5	67.6	67.6	66.9	53.1	75.7	77.0	72.6
May, 1934	73.6	72.9	71.5	70.3	68.9	71.7	94.0	92.4	73.9	88.1	87.3	69.3	76.8	77.4	73.0
May, 1935	70.5	69.6	68.2	72.0	70.4	73.3	93.7	92.1	73.7	83.9	83.1	65.9	75.5	75.5	73.3
May, 1936	74.7	75.2	73.8	74.1	72.1	75.1	105.6	107.9	86.3	94.1	94.2	74.8	81.9	77.5	75.3
May, 1937	79.9	80.8	79.2	76.5	75.2	78.3	105.6	107.9	86.3	111.2	111.3	88.4	89.1	86.0	83.5
May, 1938	72.9	74.9	73.4	74.7	75.1	78.2	82.5	84.3	67.5	97.6	100.2	79.5	87.2	90.7	88.1
1937															
June	80.5	79.8	77.5	77.6	78.5	77.8	109.4	107.5	96.9	93.3	92.3	93.3	85.3	86.0	86.0
July	62.6	60.9	80.1	80.3	76.7	79.0	81.6	80.2	81.8	75.1	72.7	93.2	89.8	83.6	85.3
August	64.8	64.2	80.3	78.6	79.1	80.7	76.0	74.6	77.7	88.5	87.6	87.6	77.0	78.2	85.0
September	80.9	82.8	79.6	78.4	79.3	80.9	94.8	96.8	80.0	102.5	105.1	87.6	86.8	88.4	88.4
October	94.0	91.4	79.5	84.8	82.6	83.4	79.3	77.9	70.2	103.8	100.4	89.7	93.2	86.7	86.7
November	91.9	91.1	79.9	76.9	78.3	78.3	66.2	65.0	72.3	93.7	92.8	91.9	84.2	85.5	86.3
December	133.7	133.5	83.4	99.5	97.1	85.2	68.3	67.1	87.2	99.1	100.5	90.5	104.8	110.8	99.8
1938															
January	56.3	57.8	78.1	76.0	74.7	77.8	48.2	49.2	69.3(f)	54.6	56.0	84.8	79.3	82.5	85.9(f)
February	57.8	61.5	76.9	69.7	75.6	74.9	49.1	52.3	74.8	63.3	67.4	81.1(f)	81.2	86.3	88.0
March	66.5	63.5	75.5(f)	79.0	77.4	76.6	66.2	62.6	69.6	66.8	63.9	73.5	89.7	87.6	91.3
April	79.5	80.4	75.8	76.9	75.8	76.6(f)	102.8	105.1	75.1	88.7	88.9	75.9	95.0	91.7	85.7
May	72.9	74.9	73.4	74.7	75.1	78.2	82.5	84.3	67.5	97.6	100.2	79.5	87.2	90.7	88.1

(a) Revised from January, 1935, to allow for changes in seasonal adjustment factors.
(b) Entire series revised from January, 1935, to allow for change in method of calculation.
(f) Final figures.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware (94 Firms)			Music and Radio(a) (102 Firms)			Restaurants (12 Chains)			Variety (12 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C (b)
May, 1929	121.5	119.7	88.0	118.4	116.6	147.6	116.6	114.1	114.1	130.8	130.9	125.9
May, 1930	124.4	122.5	90.1	82.3	81.1	102.6	104.3	101.0	101.0	105.5	105.3	101.2
May, 1931	103.3	105.9	77.9	63.7	65.2	82.6	89.4	87.7	87.7	102.0	98.7	94.9
May, 1932	91.3	93.5	68.8	37.5	38.4	46.9	64.8	64.4	64.4	85.3	88.2	84.8
May, 1933	81.0	79.8	58.7	30.6	30.2	35.1	56.7	55.7	55.7	75.7	76.1	73.2
May, 1934	96.4	95.0	69.9	37.1	36.6	42.0	56.8	55.7	55.7	86.7	87.2	83.8
May, 1935	93.0	91.6	67.4	43.0	42.4	48.8	51.9	50.8	50.8	79.5	79.7	79.7
May, 1936	100.4	102.5	75.4	58.5	60.0	52.7	53.3	52.3	52.3	91.2	88.3	88.3
May, 1937	113.5	115.8	85.2	67.8	69.6	61.0	54.2	53.4	53.4	98.7	95.9	95.9
May, 1938	110.9	113.2	83.3	63.5	65.2	57.2	52.2	51.9	51.9	86.5	89.5	89.5
1937												
June	106.0	104.1	87.5	58.6	57.8	63.6	53.4	54.2	53.6	100.5	101.1	98.2
July	96.5	94.7	86.1	48.1	47.5	60.9	56.7	55.0	53.4	101.7	95.9	95.9
August	90.8	89.2	86.6	47.9	47.3	61.4	58.4	58.1	54.8	85.2	85.7	93.1
September	102.8	104.9	87.4	68.8	70.7	59.4	56.8	57.6	54.9	89.8	92.5	95.4
October	96.7	95.0	82.6	73.2	72.3	57.4	56.3	55.3	55.3	102.5	96.6	96.6
November	83.4	81.8	81.8	71.7	70.8	56.6	55.2	55.9	58.3	94.5	95.0	94.1
December	92.1	90.5	80.8	78.1	77.1	55.9	57.3	56.1	55.0	188.2	200.4	100.2
1938												
January	51.6	52.7	95.9	47.1	48.4	61.3	50.8	50.0	53.8	60.5	62.6	99.3
February	47.7	50.7	90.5(f)	41.2	44.0	55.7(f)	48.8	53.0	55.3	62.6	66.7	92.6
March	63.3	59.8	85.5	48.9	46.5	57.4	54.4	53.4	55.0	70.0	68.3	86.5
April	88.0	89.8	86.4	55.5	56.9	61.2	52.4	52.5	52.0(f)	91.0	88.4	95.1(f)
May	110.9	113.2	83.3	63.5	65.2	57.2	52.2	51.9	51.9	86.5	89.5	89.5

(a) Prior to 1936 based on sales of 9 chains.
(b) Revised from January, 1935, to allow for changes in seasonal adjustment factors.
(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1936 = 100)

ear and Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat-chewan	Alberta	British Columbia
				Men's Clothing Stores				
ay, 1936	104.2	99.5	112.8	102.7	106.6	98.3	100.0	101.5
ay, 1937	112.8	115.0	129.6	109.1	114.7	110.2	97.5	107.7
ay, 1938	90.2	102.4	105.0	83.7	92.1	73.7	92.2	100.2
938								
January	77.2	83.1	77.3	78.8	72.2	52.4	85.5	77.3
February	60.5	68.4	59.7	62.2	60.3	47.1	55.4	59.6
March	80.3(f)	82.1	73.9	83.4	99.2	70.6	81.1	73.6
April	115.6	127.4	121.0	117.4	114.4	97.4	108.0	104.1
May	90.2	102.4	105.0	83.7	92.1	73.7	92.2	100.2
Change, May, 1938 ... May, 1937	-20.0	-11.0	-19.0	-23.3	-19.7	-33.1	- 5.4	- 7.0
				Women's Clothing Stores				
ay, 1936	112.6	110.4	116.8	108.1	130.3	118.2	117.0	113.1
ay, 1937	111.7	123.9	121.9	106.4	115.0	106.7	105.0	113.7
ay, 1938	96.8	126.0	101.6	88.2	99.7	91.3	98.5	109.0
938								
January	72.5	88.1	64.9	75.6	65.4	72.3	64.8	73.7
February	61.3	63.5	64.0	60.5	62.6	61.1	58.2	59.8
March	90.5(f)	83.6	79.6	92.7	91.9	78.4	103.9	98.7
April	137.4	145.2	147.0	133.1	135.4	133.5	137.8	132.8
May	96.8	126.0	101.6	88.2	99.7	91.3	98.5	109.0
Change, May, 1938 ... May, 1937	-13.4	+ 1.7	-16.7	-17.1	-13.3	-14.4	- 6.2	- 4.1
				Grocery and Meat Stores				
ay, 1935	95.3	(a)	100.3	94.0	95.7	89.2	86.2	96.2
ay, 1936	103.2	(a)	106.4	103.2	105.1	96.1	102.9	97.4
ay, 1937	112.4	(a)	111.9	111.3	118.9	107.4	114.0	119.4
ay, 1938	110.0	(a)	113.7	111.3	95.5	100.6	113.4	106.3
938								
January	100.0(f)	(a)	101.5	104.6	78.7	82.3	93.7	95.1
February	102.5	(a)	104.0	105.1	85.4	88.3	101.5	102.2
March	113.2	(a)	112.9	116.8	96.0	98.4	112.8	111.3
April	119.7	(a)	122.8	122.8	102.0	105.0	119.2	114.4
May	110.0	(a)	113.7	111.3	95.5	100.6	113.4	106.3
Change, May, 1938 ... May, 1937	- 2.1	(a)	+ 1.6	(b)	-19.7	- 6.3	- 0.5	-11.0
				Variety Stores				
ay, 1935	88.4	83.6	96.4	89.1	87.9	73.7	82.4	79.0
ay, 1936	101.4	93.9	110.1	102.3	103.7	90.8	91.8	89.2
ay, 1937	109.7	111.3	124.0	108.3	106.8	103.3	101.2	100.6
ay, 1938	96.2	94.8	110.7	91.6	99.4	80.5	98.1	99.2
938								
January	67.2	66.2	69.3	67.1	64.9	52.8	76.4	71.8
February	69.6	64.5	73.3	69.2	65.9	56.5	77.2	77.8
March	77.9	74.3	78.4	78.4	79.1	60.6	90.7	84.1
April	101.1(f)	96.6	107.8	100.0	105.9	82.0	110.6	104.0
May	96.2	94.8	110.7	91.6	99.4	80.5	98.1	99.2
Change, May, 1938 ... May, 1937	-12.4	-14.8	-10.7	-15.4	- 6.9	-22.1	- 3.1	- 1.4

(a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations. (b) Unchanged.
(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1936 = 100)

r and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
			Department Stores			
, 1935	93.7	99.5	98.3	94.7	90.7	89.0
, 1936	99.5	102.1	104.3	100.3	95.6	98.1
, 1937	106.3	118.9	118.7	104.9	99.5	103.5
, 1938	97.1	103.2	110.9	96.4	89.1	95.6
3						
anuary	75.0	70.4	84.4	74.6	69.6	77.9
ebruary	76.9	70.7	81.9	78.1	71.9	80.8
arch	88.6(f)	79.5	97.9	88.4	84.3	90.6
pril	105.9	101.9	121.4	105.9	98.2	104.6
ay	97.1	103.2	110.9	96.4	89.1	95.6
hange, ay, 1938 ..... / ay, 1937	- 8.8	-13.2	- 6.6	- 8.1	-10.5	- 7.6
			Hardware Stores			
1936	131.8	121.6	148.4	139.0	118.8	116.0
1937	149.0	143.1	178.0	145.8	132.6	156.3
1938	145.7	139.9	189.6	152.3	118.6	119.8
3						
nuary	67.8	73.8	72.5	73.2	57.3	66.0
bruary	62.6(f)	63.8	67.5	64.7	55.8	66.7
rch	83.1	79.0	95.0	81.2	77.4	88.9
ril	115.6	119.8	131.1	107.0	112.3	121.9
y	145.7	139.9	189.6	152.3	118.6	119.8
ange, y, 1938 ..... / y, 1937	- 2.3	- 2.2	+ 6.5	+ 4.5	-10.6	-23.4
			Music and Radio Stores			
1936	107.9	92.7	109.8	112.1	96.2	106.1
1937	125.0	95.3	143.6	126.8	113.2	96.8
1938	117.2	91.4	134.7	116.3	98.6	105.9
nuary	87.0	91.8	88.5	92.8	70.9	81.1
bruary	75.9(f)	74.4	87.4	76.1	60.6	70.8
rch	90.3	77.7	83.3	97.6	89.7	79.2
ril	102.3	82.1	98.6	107.7	99.4	96.9
y	117.2	91.4	134.7	116.3	98.6	105.9
ange, y, 1938 ..... / y, 1937	- 6.3	- 4.1	- 6.2	- 8.3	-12.9	+ 9.4

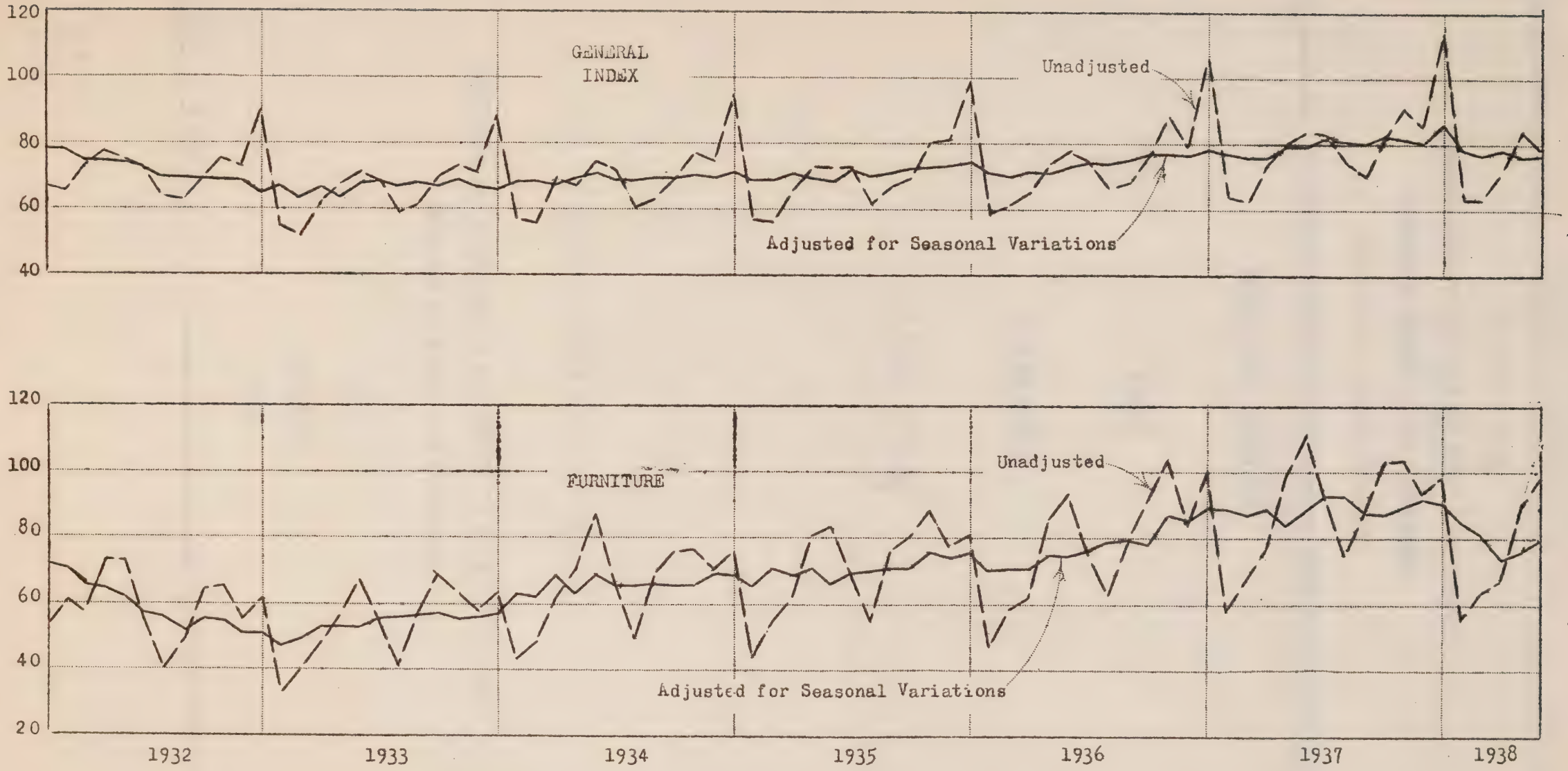
) Final figures.

DEPARTMENTAL STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
MAY, 1937, AND MAY, 1938.

(Based on sales of 22 firms)

	MAY, 1937	MAY, 1938	% Change, 1938/37
	$	$	
TOTAL SALES, ALL DEPARTMENTS	19,295,194	17,794,188	- 7.8
1. Women's dresses, coats and suits	1,904,138	1,763,491	- 7.4
2. Girls' and infants' wear	529,285	477,058	- 9.9
3. Hosiery and gloves	837,057	792,275	- 5.3
4. Lingerie and corsets	829,359	770,505	- 7.1
5. Millinery	323,316	284,529	-12.0
6. Women's and children's apparel - (Total, 1-5)	4,423,155	4,087,858	- 7.6
7. Men's and boy's clothing and furnishings	2,010,195	1,721,017	-14.4
8. Drugs and toilet articles and preparations	494,576	487,935	- 1.3
9. Piece goods	1,321,305	1,205,425	- 8.8
10. Smallwares	539,922	522,074	- 3.3
11. Food and kindred products	1,890,523	1,806,381	- 4.5
12. Furniture (including mattresses, springs)	1,170,459	1,075,196	- 8.1
13. Home furnishings	1,741,954	1,628,972	- 6.5
14. Household appliances and electrical supplies ..	575,919	533,573	- 7.4
15. Hardware and kitchen utensils	933,627	889,168	- 4.8
16. Radios, musical instruments and supplies	240,124	186,265	-22.4
17. Shoes and other footwear	1,584,016	1,425,416	-10.0
18. Stationery, books and magazines	208,679	187,577	-10.1
19. All other departments, total	2,160,740	2,037,331	- 5.7

INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)



CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 8 No. 6

RETAIL SALES

IN

CANADA

JUNE 1938

Published by Authority of the HON. W.D. EULER, M.P.
Minister of Trade and Commerce.

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1938

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INTERNAL TRADE BRANCH
OTTAWA, CANADA

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RETAIL SALES IN CANADA, JUNE, 1938.
(Indexes of Value)

Dollar value of consumer purchasing in Canada, as reflected in composite figures 12 different lines of retail trade, gained 5 per cent in June over May and was only 1 cent lower than in June a year ago. The general index (on the base 1930 equals 100) nds at 81.5 for June, 77.7 for May and 82.4 for June, 1937.

The gain from May this year was more than seasonal, the general index of sales, usted both for differences in the number of business days and also for normal seasonal iations, advancing by 5 per cent from 76.2 in May to 80.3 in June. The 1 per cent de- ne from June last year compares with earlier corresponding-month comparisons of a 7 per decrease for May and a 5 per cent gain for April, and it is about on a par with the rage percentage change for the first six months of the current year compared with the responding period in 1937.

All lines of trade averaged lower in June this year than last excepting only ceries and meats, for which group a gain of 7 per cent was recorded. Declines were most ked for those lines of trade dealing primarily in durable merchandise; furniture store s were down by 15 per cent and music and radio store sales were down by 13 per cent. branches of the clothing trades were down, sales of both men's and women's clothing es averaging 6 per cent lower in June this year than last while shoe store sales were by 2 per cent. In the general merchandise group decreases of 4 per cent for depart- stores and 6 per cent for variety stores were reported. Restaurants were off 6 per and candy stores 4 per cent, while sales of drug and hardware stores were practically anged from June last year.

Results by geographical divisions for department stores indicate declines in of this year compared with last of 5 per cent in the Maritimes, 1 per cent in Quebec, r cent in Ontario, 3 per cent in the Prairie Provinces and 7 per cent in British mbia. Sales of 22 departmental companies reporting sales by departments averaged 2 per lower in June this year than last. Drugs, toilet articles and preparations, were up per cent; women's apparel, smallwares and shoes remained unchanged while all other rtments were down. Piece goods sales were off by 8 per cent; home furnishings, 7 per ; radios and musical instruments, 6 per cent; hardware, 6 per cent; furniture, 5 per and, household appliances and electrical supplies, 5 per cent.

Corresponding-Month Comparison of Retail Sales in Canada, by Kinds of Business

	May, 1938			June, 1938		
	+ or - p.c. compared with			+ or - p.c. compared with		
	May, 1930	May, 1937	April, 1938	June, 1930	June, 1937	May, 1938
ral Index	-28.8	- 7.2	- 7.4	-16.3	- 1.1	+ 4.9
s and Shoes	-36.6	-21.6	-16.6	- 6.7	- 2.2	+44.4
ly	-48.4	-11.6	-29.5	-43.6	- 4.2	-21.5
s Clothing	-48.1	-18.3	-20.6	-29.4	- 5.6	+17.0
n's Clothing	-50.7	-13.1	-29.6	-42.1	- 5.6	+14.5
rtmental	-30.4	- 8.8	- 8.3	-18.6	- 3.6	+ 6.4
s	-27.2	- 3.1	- 3.6	-21.1	- 0.5	+ 4.2
niture	-29.7	-13.0	+ 8.0	-17.2	-14.9	-17.9
eries and Meats	-20.4	- 2.0	- 8.0	- 3.3	+ 6.9	+ 4.5
lware	-10.8	- 2.2	+25.6	(a)	- 0.2	- 4.7
c and Radio	-24.3	- 8.1	+12.1	-18.8	-13.3	-18.5
aurants	-50.2	- 4.2	- 1.0	-50.7	- 6.4	- 3.7
ety	-17.9	-12.3	- 4.8	+ 0.2	- 5.5	+ 9.7

Unchanged.

INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index (961 Firms)			Boots and Shoes (17 Chains)			Candy (8 Chains)			Men's Clothing (a) (355 Firms)			Women's Clothing (b) (234 Firms)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
June, 1929	111.1	110.3	109.2	155.2	150.6	113.2	101.3	101.1	131.3	143.8	140.6	121.2	141.4	138.1	115.1
June, 1930	97.4	100.6	99.6	118.6	121.9	91.7	76.3	80.5	104.5	109.0	113.1	97.5	115.7	119.9	99.9
June, 1931	88.9	89.2	88.3	109.5	109.9	82.6	63.1	64.7	84.1	85.0	85.7	73.9	98.3	99.0	82.5
June, 1932	73.6	73.3	72.6	104.0	104.0	78.2	53.0	53.9	70.0	72.6	72.4	62.4	79.5	79.1	65.9
June, 1933	69.1	69.3	68.6	95.4	95.0	71.4	44.1	44.6	58.0	72.2	71.4	61.5	72.8	71.9	59.9
June, 1934	72.6	69.4	68.7	109.3	102.8	77.3	48.4	46.7	60.6	73.9	69.6	60.0	74.7	70.2	58.5
June, 1935	73.4	72.8	72.1	109.8	106.5	80.1	47.1	46.9	61.0	75.3	73.6	63.5	69.5	67.8	56.5
June, 1936	74.6	74.8	74.1	107.0	107.5	80.8	45.8	47.0	61.0	73.5	74.0	69.8	67.3	67.7	59.9
June, 1937	82.4	82.3	81.5	113.1	114.0	85.7	44.9	45.8	59.5	81.5	81.5	76.9	71.0	70.9	62.8
June, 1938	81.5	81.1	80.3	110.6	110.6	76.8	43.0	43.7	56.7	76.9	76.6	72.2	67.0	66.6	58.9
1937															
July	74.2	70.7	80.4	81.0	76.3	74.8	50.8	47.5	55.9	67.2	63.2	78.1	56.8	53.4	62.8
August	69.4	69.5	79.9	59.2	59.4	71.6	50.1	51.3	52.4	56.0	56.4	77.3	44.0	44.3	63.3
September	81.7	83.4	81.8	82.8	85.5	88.2	55.2	56.1	60.3	76.7	78.2	78.2	59.8	60.9	62.8
October	91.2	87.1	81.4	87.8	82.7	85.2	59.3	57.1	60.1	102.1	96.1	76.9	83.1	78.1	63.5
November	84.6	84.7	79.9	72.4	72.8	67.4	49.2	50.4	58.5	92.3	93.0	75.6	69.0	69.4	62.5
December	115.0	117.5	85.8	129.2	137.3	97.4	113.1	120.6	64.8	124.6	129.7	78.1	94.3	98.0	63.2
1938															
January	62.7	64.5	78.6	45.3	46.6	86.2	40.9	39.7	53.0	55.1	57.1	80.4	43.7	45.3	68.6
February	62.7	66.8	76.8(f)	39.5	42.0	77.7	54.1	58.7	63.8	43.2	45.8	72.8	36.9	39.2	66.4
March	72.0	69.6	78.2	59.0	57.7	76.9	44.4	43.9	51.7	57.2	55.5	71.2	54.6	52.8	67.7
April	83.9	83.0	76.1	91.9	89.1	75.5	77.7	74.9	57.6	82.7	80.8	72.8(f)	83.1	81.0	64.8(f)
May	77.7	80.0	76.2	76.6	78.8	64.1(f)	54.8	56.1	57.2(f)	65.7	68.1	66.1	58.5	60.5	56.6
June	81.5	81.1	80.3	110.6	110.6	76.8	43.0	43.7	56.7	76.9	76.6	72.2	67.0	66.6	58.9

(a) Prior to 1936 based on sales of 16 chains.
(b) Prior to 1936 based on sales of 13 chains.
(f) Final figures.

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental (36 Firms)			Drugs (24 Chains)			Furniture (26 Firms)			Groceries and Meats(b) (34 Chains)		
	A	B	C(a)	A	B	C	A	B	C	A	B	C
June, 1929	103.1	104.2	107.4	107.6	108.7	107.7	120.9	121.3	129.0	105.7	102.1	102.1
June, 1930	95.3	97.9	101.0	97.9	102.0	100.9	95.9	98.4	104.7	94.3	98.2	98.2
June, 1931	87.6	86.8	89.5	87.8	89.6	88.7	80.2	79.5	84.5	91.9	93.4	93.4
June, 1932	70.5	69.7	71.8	80.1	81.2	80.4	55.0	54.4	57.2	77.9	77.9	77.9
June, 1933	68.8	67.6	69.7	70.3	71.0	70.3	54.7	54.1	55.8	73.3	72.4	72.4
June, 1934	69.9	68.0	70.1	72.7	71.7	71.0	66.9	64.7	66.0	74.7	69.5	69.5
June, 1935	72.1	72.8	70.7	70.7	71.3	70.6	69.1	69.2	69.9	76.9	74.3	74.3
June, 1936	73.4	72.7	70.6	72.5	73.8	73.1	76.3	75.5	76.2	76.5	77.7	77.7
June, 1937	80.5	79.8	77.5	77.6	78.5	77.8	93.3	92.3	93.3	85.3	86.0	86.0
June, 1938	77.6	76.6	74.4	77.2	78.1	77.3	79.4	78.7	79.5	91.2	91.2	91.2
1937												
July	62.6	60.9	80.1	80.3	76.7	79.0	75.1	72.7	93.2	89.8	83.6	85.3
August	64.8	64.2	80.3	78.6	79.1	80.7	88.5	87.6	87.6	77.0	78.2	85.0
September	80.9	82.8	79.6	78.4	79.3	80.9	102.5	105.1	87.6	86.8	88.4	88.4
October	94.0	91.4	79.5	84.8	82.6	83.4	103.8	100.4	89.7	93.2	86.7	86.7
November	91.9	91.1	79.9	76.9	78.3	78.3	93.7	92.8	91.9	84.2	85.5	86.3
December	133.7	133.5	83.4	99.5	97.1	85.2	99.1	100.5	90.5	104.8	110.8	99.8
1938												
January	56.3	57.8	78.1	76.0	74.7	77.8	54.6	56.0	84.8	79.3	82.5	85.9
February	57.8	61.5	76.9	69.7	75.6	74.9	63.3	67.4	81.1	81.2	86.3	88.0
March	66.5	63.5	75.5(f)	79.0	77.4	76.6	66.7	63.8	73.4	89.7	87.6	91.2
April	79.5	80.4	75.8	76.9	75.8	76.6	89.5	89.6	76.6(f)	94.9	91.6	85.6(f)
May	72.9	74.9	73.4	74.1	74.5	77.6(f)	96.7	99.2	78.8	87.3	90.8	88.2
June	77.6	76.6	74.4	77.2	78.1	77.3	79.4	78.7	79.5	91.2	91.2	91.2

(a) Revised from January, 1935, to allow for changes in seasonal adjustment factors.
(b) Entire series revised from January, 1935, to allow for change in method of calculation.
(f) Final figures.

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware (94 Firms)			Music and Radio (a) (102 Firms)			Restaurants (12 Chains)			Variety (12 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C (b)
June, 1929	118.5	121.5	102.1	82.9	85.0	137.1	110.1	112.0	110.9	124.9	121.2	117.7
June, 1930	105.8	108.4	91.1	62.6	64.2	103.5	101.4	104.2	103.1	94.8	98.0	95.2
June, 1931	92.1	90.8	76.3	47.8	47.1	76.0	83.3	84.4	83.6	94.3	94.8	92.0
June, 1932	77.8	76.7	64.4	31.6	31.1	47.2	61.5	62.4	61.8	87.1	87.2	84.7
June, 1933	71.3	70.2	59.0	23.7	23.4	33.4	55.7	56.3	55.7	82.3	82.1	79.7
June, 1934	85.2	84.0	70.6	28.9	28.5	40.2	55.3	55.3	54.8	90.0	84.9	82.4
June, 1935	82.6	84.6	71.1	30.1	30.9	43.5	49.8	50.7	50.2	88.6	86.1	83.6
June, 1936	91.7	90.1	75.7	46.2	45.6	50.1	52.4	53.1	52.6	93.1	93.6	90.9
June, 1937	106.0	104.1	87.5	58.6	57.8	63.6	53.4	54.2	53.6	100.5	101.1	98.2
June, 1938	105.8	103.8	87.3	50.8	50.1	55.1	50.0	50.7	50.2	95.0	95.2	92.5
1937												
July	96.5	94.7	86.1	48.1	47.5	60.9	56.7	55.0	53.4	101.7	95.9	95.9
August	90.8	89.2	86.6	47.9	47.3	61.4	58.4	58.1	54.8	85.2	85.7	93.1
September	102.8	104.9	87.4	68.8	70.7	59.4	56.8	57.6	54.9	89.8	92.5	95.4
October.....	96.7	95.0	82.6	73.2	72.3	57.4	56.3	55.3	55.3	102.5	96.6	96.6
November	83.4	81.8	81.8	71.7	70.8	56.6	55.2	55.9	58.3	94.5	95.0	94.1
December	92.1	90.5	80.8	78.1	77.1	55.9	57.3	56.1	55.0	188.2	200.4	100.2
1938												
January	51.6	52.7	95.9	47.1	48.3	61.1	50.8	50.0	53.8	60.5	62.6	99.3
February	47.7	50.7	90.5(f)	41.0	43.8	55.5	48.8	53.0	55.3	62.6	66.7	92.6
March	62.9	59.5	85.0	48.7	46.3	57.3	54.4	53.4	55.0	70.0	68.3	86.5
April	88.4	90.2	86.7	55.6	57.0	61.3(f)	52.4	52.5	52.0(f)	91.0	88.4	95.1(f)
May	111.0	113.3	83.3	62.3	64.0	56.1	51.9	51.6	51.6	86.6	89.6	89.6
June	105.8	103.8	87.3	50.8	50.1	55.1	50.0	50.7	50.2	95.0	95.2	92.5

(a) Prior to 1936 based on sales of 9 chains.
(b) Revised from January, 1935, to allow for changes in seasonal adjustment factors.
(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1936 = 100)

r and Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat-chewan	Alberta	British Columbia
Men's Clothing Stores								
3, 1936	103.1	109.8	120.0	99.8	104.6	87.4	88.9	96.9
3, 1937	114.3	119.7	130.3	113.4	113.2	94.4	92.6	108.0
3, 1938	107.8	114.0	121.7	102.1	119.5	87.3	103.2	112.4
3								
anuary	77.2	83.1	77.3	78.8	72.2	52.4	85.5	77.3
ebruary	60.5	68.4	59.7	62.2	60.3	47.1	55.4	59.6
arch	80.3	82.1	73.9	83.4	99.2	70.6	81.1	73.6
pril	116.1(f)	125.6	120.9	117.3	122.3	98.5	108.4	104.1
ay	92.2	100.5	102.7	85.3	97.4	77.7	92.8	106.4
une	107.8	114.0	121.7	102.1	119.5	87.3	103.2	112.4
hange, une, 1938 ... / une, 1937	- 5.6	- 4.8	- 6.6	-10.0	+ 5.6	- 7.5	+11.4	+ 4.1
Women's Clothing Stores								
, 1936	111.6	118.9	126.8	108.3	106.1	100.2	99.2	110.5
, 1937	117.8	123.2	135.5	115.6	115.9	102.2	99.7	111.5
, 1938	111.1	133.3	126.9	105.2	111.0	106.4	104.3	100.2
3								
nuary	72.5	88.1	64.9	75.6	65.4	72.3	64.8	73.7
bruary	61.3	63.5	64.0	60.5	62.6	61.1	58.2	59.8
rch	90.5	83.6	79.6	92.7	91.9	78.4	103.9	98.7
ril	137.8(f)	145.2	147.4	133.5	135.4	132.8	141.9	132.2
y	97.0	120.5	101.6	89.0	99.4	93.6	98.8	108.1
ne	111.1	133.3	126.9	105.2	111.0	106.4	104.3	100.2
ange, ne, 1938 ... / ne, 1937	- 5.6	+ 8.2	- 6.3	- 9.0	- 4.2	+ 4.1	+ 4.6	-10.1
Grocery and Meat Stores								
, 1935	97.0	(a)	98.4	94.9	102.2	98.2	92.7	103.9
, 1936	96.5	(a)	98.1	94.5	106.2	98.1	100.0	95.8
, 1937	107.6	(a)	106.2	105.2	114.6	113.7	116.6	116.2
, 1938	115.0	(a)	120.4	113.7	109.1	110.5	122.9	115.6
nuary	100.0	(a)	101.5	104.6	78.7	82.3	93.7	95.1
bruary	102.5	(a)	104.0	105.1	85.4	88.3	101.5	102.2
rch	113.1	(a)	112.9	116.8	96.0	98.4	112.8	111.3
ril	119.7(f)	(a)	122.8	122.7	102.0	105.0	119.2	114.4
y	110.1	(a)	113.7	111.2	95.5	101.0	113.6	107.7
ne	115.0	(a)	120.4	113.7	109.1	110.5	122.9	115.6
ange, ne, 1938 .. / ne, 1937	+ 6.9	(a)	+13.4	+ 8.1	- 4.8	- 2.8	+ 5.4	- 0.5
Variety Stores								
, 1935	98.5	98.0	110.0	98.8	100.8	85.7	84.9	82.6
, 1936	103.4	104.1	113.2	101.7	106.4	95.7	92.6	93.0
, 1937	111.7	111.6	122.6	110.3	116.5	104.0	98.6	103.2
, 1938	105.6	107.5	120.9	101.3	110.3	90.6	104.1	100.2
nuary	67.2	66.2	69.3	67.1	64.9	52.8	76.4	71.8
bruary	69.6	64.5	73.3	69.2	65.9	56.5	77.2	77.8
rch	77.9	74.3	78.4	78.4	79.1	60.6	90.7	84.1
ril	101.1(f)	96.6	107.8	100.0	105.9	82.0	110.6	104.0
y	96.2	95.4	110.7	91.5	99.4	80.5	98.1	99.2
ne	105.6	107.5	120.9	101.3	110.3	90.6	104.1	100.2
ange, ne, 1938 ... / ne, 1937	- 5.5	- 3.7	- 1.4	- 8.2	- 5.3	-12.9	+ 5.6	- 2.9

Figures for the Maritime Provinces are withheld to avoid disclosing individual operations.
(b) Unchanged. (f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

r and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
			Department Stores			
e, 1935	95.9	103.4	99.9	98.6	90.5	90.1
e, 1936	97.6	106.6	103.6	99.5	90.4	95.4
e, 1937	107.2	119.9	118.2	110.3	94.9	104.7
e, 1938	103.3	114.0	117.5	105.6	92.2	97.2
8						
anuary	75.0	70.4	84.4	74.6	69.6	77.9
ebruary	76.9	70.7	81.9	78.1	71.9	80.8
arch	88.6(f)	79.5	97.9	88.4	84.3	90.6
pril	105.9	101.9	121.4	105.9	98.2	104.6
ay	97.1	103.2	110.8	96.4	89.3	95.4
une	103.3	114.0	117.5	105.6	92.2	97.2
hange, une, 1938 / une, 1937	- 3.6	- 4.9	- 0.6	- 4.3	- 2.8	- 7.2
			Hardware Stores			
e, 1936	120.5	126.5	119.8	132.9	109.5	103.5
e, 1937	139.2	142.3	147.2	148.6	122.7	138.5
e, 1938	138.9	152.4	157.3	148.5	116.1	113.9
8						
anuary	67.8	73.8	72.5	73.2	57.3	66.0
ebruary	62.6(f)	63.8	67.5	64.7	55.8	66.7
arch	82.6	79.0	93.2	80.6	77.4	88.9
pril	116.1	119.0	130.6	108.7	112.6	121.9
ay	145.8	151.0	178.7	152.8	119.2	117.6
une	138.9	152.4	157.3	148.5	116.1	113.9
hange, une, 1938 / une, 1937	- 0.2	+ 7.1	+ 6.9	- 0.1	- 5.4	-17.8
			Music and Radio Stores			
e, 1936	85.3	87.4	85.0	88.0	76.7	86.9
e, 1937	108.1	73.8	103.6	120.0	94.2	96.7
e, 1938	93.8	97.0	91.8	96.8	97.0	81.1
8						
anuary	86.8	86.5	88.5	92.8	70.9	81.1
ebruary	75.7	64.5	87.4	76.1	60.6	70.8
arch	90.0	66.9	83.3	97.6	89.7	79.2
pril	102.5(f)	69.0	101.0	108.4	99.4	94.2
ay	115.0	77.7	132.4	115.5	97.3	106.4
une	93.8	97.0	91.8	96.8	97.0	81.1
hange, une, 1938 / une, 1937	-13.3	+31.4	-11.4	-19.3	+ 3.0	-16.1

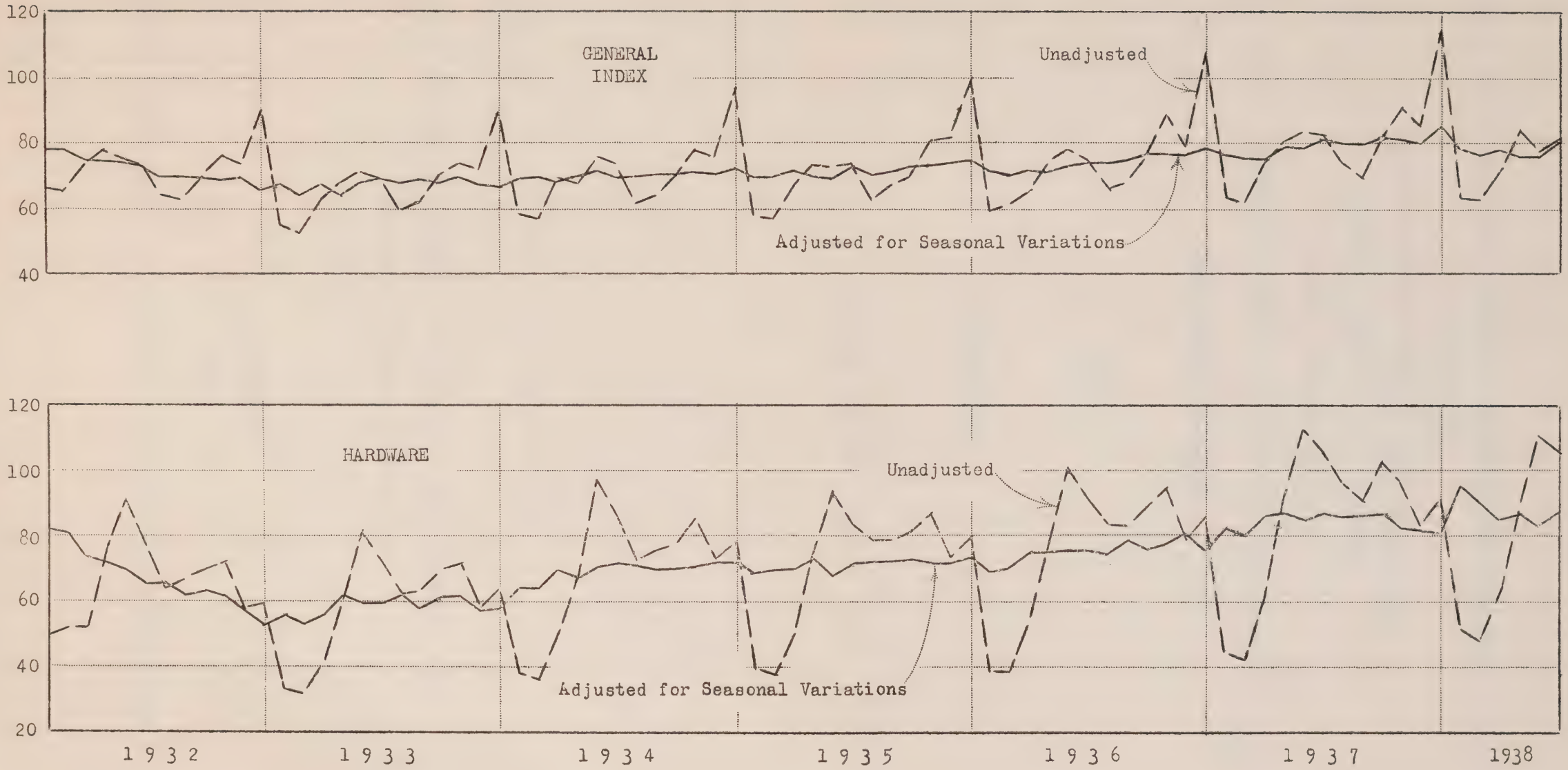
) Final figures.

DEPARTMENTAL STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
JUNE, 1937, AND JUNE, 1938.

(Based on sales of 22 firms)

	JUNE, 1937	JUNE, 1938	% Change, 1938/37
	$	$	
TOTAL SALES, ALL DEPARTMENTS	19,708,424	19,259,536	- 2.3
1. Women's dresses, coats and suits	2,031,436	2,042,233	+ 0.5
2. Girls' and infants' wear	531,609	534,538	+ 0.6
3. Hosiery and gloves	826,544	834,676	+ 1.0
4. Lingerie and corsets	994,115	973,503	- 2.1
5. Millinery	344,652	335,835	- 2.6
6. Women's and children's apparel - (Total, 1-5)	4,728,356	4,720,785	- 0.2
7. Men's and boy's clothing and furnishings	2,224,403	2,183,112	- 1.9
8. Drugs and toilet articles and preparations ..	560,600	580,492	+ 3.5
9. Piece goods	1,435,616	1,315,913	- 8.3
10. Smallwares	572,620	571,506	- 0.2
11. Food and kindred products	1,784,217	1,726,168	- 3.3
12. Furniture (including mattresses, springs) ...	1,070,066	1,014,754	- 5.2
13. Home furnishings	1,370,873	1,276,617	- 6.9
14. Household appliances and electrical supplies.	518,891	495,425	- 4.5
15. Hardware and kitchen utensils	849,779	798,676	- 6.0
16. Radios, musical instruments and supplies	166,747	156,411	- 6.2
17. Shoes and other footwear	1,816,930	1,818,262	+ 0.1
18. Stationery, books and magazines	205,469	199,459	- 2.9
19. All other departments, total	2,403,857	2,401,956	- 0.1

INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)



CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 8 No. 7

RETAIL SALES

IN

CANADA

JULY 1938

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Minister of Trade and Commerce.

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1938

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INTERNAL TRADE BRANCH
OTTAWA, CANADA

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RETAIL SALES IN CANADA, JULY, 1938.
(Indexes of Value)

Dollar retail sales in Canada averaged 6 per cent lower in July this year than ast and were down 15 per cent from June according to composite figures for 12 different ines of retail business. The unadjusted general index (on the base 1930=100) stands at 9.6 for July, 81.4 for June and 74.2 for July, 1937.

The decline from 1937 may be attributed in part to the fact that there was one ore business day in July last year than this. Indexes, adjusted both for number of usiness days and for normal seasonal variations indicate that the underlying trend in nsumer purchasing was at the same level in July as in the spring months of this year. he seasonally adjusted index stood at 76.1 for April, 76.2 for May and rose to 80.2 in une. This gain was offset by a more than normal seasonal reduction in July, the adjusted ndex for that month returning to 76.2.

All lines of trade were down in July this year compared with last, losses rang- ng from 2 per cent for groceries and meats to 16 per cent for women's clothing stores and urniture stores being recorded. Declines for other trades were as follows: hardware, per cent; drugs, 6 per cent; restaurants, 6 per cent; candy, 7 per cent; shoes, 9 per ent; variety, 9 per cent; department stores, 9 per cent; men's clothing, 12 per cent; usic and radio stores, 15 per cent.

Results by geographical divisions indicate that sales made a better showing in uly of this year compared with last in the Prairie Provinces than in other regions. De- artment store sales were down by 5 per cent in the Prairie Provinces compared with 8 er cent in British Columbia, 10 per cent in Quebec, 11 per cent in Ontario, and 18 per ent in the Maritime Provinces.

Total sales for 22 departmental stores reporting sales by departments averaged per cent lower in July this year than last. All departments were down from a year ago, t e decline for the food department being least at 2 per cent. Women's and children's parel was down 7 per cent, men's and boys' clothing and furnishings, 9 per cent and oes, 10 per cent. Results for the various departments are shown in the table attached.

Corresponding-Month Comparison of Retail Sales in Canada, by Kinds of Business

	June, 1938			July, 1938		
	+ or - p.c. compared with			+ or - p.c. compared with		
	June, 1930	June, 1937	May, 1938	July, 1930	July, 1937	June, 1938
neral Index	-16.4	- 1.2	+ 4.8	-22.9	- 6.2	-14.5
ots and Shoes	- 7.1	- 2.6	+44.1	-23.7	- 8.8	-32.9
ndy	-43.8	- 4.5	-21.7	-45.6	- 7.1	+10.0
n's Clothing	-29.4	- 5.6	+17.0	-31.1	-11.5	-22.6
men's Clothing	-41.9	- 5.4	+14.7	-50.9	-16.2	-29.2
partmental	-18.6	- 3.6	+ 6.4	-31.8	- 9.4	-26.9
ugs	-21.8	- 1.3	+ 3.4	-23.3	- 5.5	- 0.9
rniture	-18.6	-16.3	-19.2	-10.4	-16.1	-19.3
oceries and Meats	- 3.5	+ 6.7	+ 4.2	- 8.5	- 1.6	- 2.9
rdware	+ 1.3	+ 1.1	- 3.9	- 5.5	- 2.6	-12.3
sic and Radio	-19.0	-13.5	-18.2	-27.8	-14.8	-19.1
staurants	-50.7	- 6.4	- 3.8	-49.6	- 6.3	+ 6.2
riety	+ 0.5	- 5.2	+10.0	- 3.9	- 9.3	- 3.3

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index (961 Firms)			Boots and Shoes (17 Chains)			Candy (8 Chains)			Men's Clothing(a) (355 Firms)			Women's Clothing(b) (234 Firms)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
July, 1929	103.2	102.9	114.3	117.2	118.2	112.5	104.9	104.3	122.7	104.2	104.3	122.7	115.7	115.6	124.3
July, 1930	90.3	89.6	99.6	96.9	96.9	92.3	86.7	85.9	101.1	86.4	86.1	101.3	96.9	96.4	103.7
July, 1931	79.9	78.8	87.5	93.0	92.7	88.3	70.4	69.2	81.4	65.4	64.7	76.1	71.2	70.3	75.6
July, 1932	63.6	62.7	69.7	82.6	80.1	77.0	63.2	61.0	71.7	52.7	51.5	60.6	58.5	57.1	61.4
July, 1933	59.1	60.7	67.4	69.7	71.6	70.2	50.0	48.5	57.1	47.8	49.5	58.3	53.1	55.0	59.2
July, 1934	60.5	62.2	69.1	68.6	71.1	71.8	46.8	47.9	56.4	52.1	53.8	63.3	55.5	57.2	61.5
July, 1935	61.9	61.8	70.2	70.0	70.6	73.5	44.0	43.8	51.5	57.7	57.7	67.9	56.3	56.3	60.5
July, 1936	66.0	65.0	73.9	69.5	69.3	73.7	49.9	49.1	57.7	57.6	56.9	70.2	51.5	50.9	59.8
July, 1937	74.2	70.7	80.4	81.0	76.3	81.2	50.8	47.5	55.9	67.2	63.2	78.1	56.8	53.4	62.8
July, 1938	69.6	68.6	76.2	73.9	71.7	76.3	47.2	47.1	55.4	59.5	58.2	71.8	47.6	46.4	54.6
1937															
August	69.4	69.5	79.9	59.2	59.4	71.6	50.1	51.3	52.4	56.0	56.4	77.3	44.0	44.3	63.3
September	81.7	83.4	81.8	82.8	85.5	88.2	55.2	56.1	60.3	76.7	78.2	78.2	59.8	60.9	62.8
October	91.2	87.1	81.4	87.8	82.7	85.2	59.3	57.1	60.1	102.1	96.1	76.9	83.1	78.1	63.5
November	84.6	84.7	79.9	72.4	72.8	67.4	49.2	50.4	58.5	92.3	93.0	75.6	69.0	69.4	62.5
December	115.0	117.5	85.8	129.2	137.3	97.4	113.1	120.6	64.8	124.6	129.7	78.1	94.3	98.0	63.2
1938															
January	62.7	64.5	78.6	45.3	46.6	86.2	40.9	39.7	53.0	55.1	57.1	80.4	43.7	45.3	68.6
February	62.7	66.8	76.8	39.5	42.0	77.7	54.1	58.7	63.8	43.2	45.8	72.8	36.9	39.2	66.4
March	72.0	69.6	78.2(f)	59.0	57.7	76.9	44.4	43.9	51.7	57.2	55.2	71.2	54.6	52.8	67.7
April	84.0	83.0	76.1	91.9	89.1	75.5	77.7	74.9	57.6	82.7	80.8	72.8(f)	83.1	81.1	64.8
May	77.7	80.1	76.2	76.5	78.7	64.0	54.8	56.1	57.2(f)	65.7	68.1	66.2	58.6	60.7	56.7(f)
June	81.4	81.0	80.2	110.2	110.3	76.6(f)	42.9	43.6	56.6	76.9	76.6	72.3	67.2	66.9	59.2
July	69.6	68.6	76.2	73.9	71.7	76.3	47.2	47.1	55.4	59.5	58.2	71.8	47.6	46.4	54.6

(a) Prior to 1936 based on sales of 16 chains.
(b) Prior to 1936 based on sales of 13 chains.
(f) Final figures.

INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental (36 Firms)			Drugs (24 Chains)			Furniture (26 Firms)			Groceries and Meats (b) (34 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C
July, 1929	91.9	91.1	113.8	106.8	105.4	108.7	102.6	101.7	145.3	106.2	107.1	109.3
July, 1930	83.1	82.0	102.5	99.0	97.1	100.1	70.3	69.6	99.4	96.6	96.7	98.6
July, 1931	71.7	70.5	88.2	89.9	87.9	90.6	58.7	58.1	83.0	90.4	89.4	91.2
July, 1932	54.5	55.0	68.8	75.6	73.6	75.9	40.0	40.0	55.6	75.9	73.3	74.8
July, 1933	52.8	54.2	67.7	68.0	66.9	68.9	41.5	42.5	56.0	68.9	71.8	73.2
July, 1934	54.2	55.6	69.5	68.9	69.3	71.5	50.0	51.3	65.8	67.9	70.4	71.8
July, 1935	55.4	54.9	72.2	71.4	70.4	72.5	55.5	54.9	70.4	69.2	69.7	71.1
July, 1936	57.7	56.8	74.7	75.1	73.3	75.6	62.5	61.8	79.3	76.5	75.5	77.1
July, 1937	62.6	60.9	80.1	80.3	76.7	79.0	75.1	72.7	93.2	89.8	83.6	85.3
July, 1938	56.7	57.3	75.4	75.9	73.9	76.2	63.0	63.1	81.0	88.4	85.4	87.1
1937												
August	64.8	64.2	80.3	78.6	79.1	80.7	88.5	87.6	87.6	77.0	78.2	85.0
September	80.9	82.8	79.6	78.4	79.3	80.9	102.5	105.1	87.6	86.8	88.4	88.4
October	94.0	91.4	79.5	84.8	82.6	83.4	103.8	100.4	89.7	93.2	86.7	86.7
November	91.9	91.1	79.9	76.9	78.3	78.3	93.7	92.8	91.9	84.2	85.5	86.3
December	133.7	133.5	83.4	99.5	97.1	85.2	99.1	100.5	90.5	104.8	110.8	99.8
1938												
January	56.3	57.8	78.1	76.0	74.7	77.8	54.6	56.0	84.8	79.3	82.5	85.9
February	57.8	61.5	76.9	69.7	75.6	74.9	63.3	67.4	81.1	81.2	86.3	88.0
March	66.5	63.5	75.5(f)	79.0	77.4	76.6	66.7	63.8	73.4	89.7	87.6	91.2
April	79.5	80.4	75.8	76.9	75.8	76.6	89.5	89.6	76.6	94.9	91.6	85.6(f)
May	72.9	74.9	73.4	74.1	74.5	77.6(f)	96.7	99.2	78.8(f)	87.3	90.8	88.1
June	77.6	76.6	74.4	76.6	77.5	76.8	78.1	77.4	78.1	91.0	90.9	90.9
July	56.7	57.3	75.4	75.9	73.9	76.2	63.0	63.1	81.0	88.4	85.4	87.1

(a) Revised from January, 1935, to allow for changes in seasonal adjustment factors.
(b) Entire series revised from January, 1935, to allow for change in method of calculation.
(f) Final figures.

INDEX NUMBERS OF RETAIL SALES (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware (94 Firms)			Music and Radio (a) (102 Firms)			Restaurants (12 Chains)			Variety (12 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C
July, 1929	119.4	117.6	121.2	83.3	82.1	136.8	122.1	119.8	116.3	122.1	122.8	122.8
July, 1930	99.5	98.0	101.1	56.8	55.9	93.2	105.4	103.4	100.4	95.9	96.0	96.0
July, 1931	86.2	85.0	86.7	48.5	47.7	78.3	90.3	88.3	85.7	91.9	91.7	91.7
July, 1932	62.8	64.4	65.0	24.1	24.7	39.2	63.2	62.0	60.2	83.5	81.1	81.1
July, 1933	61.3	62.8	61.6	22.5	23.1	35.5	56.4	55.5	53.9	76.1	78.7	78.7
July, 1934	71.8	73.6	70.1	24.7	25.3	38.9	54.1	53.8	52.2	79.2	81.9	81.9
July, 1935	78.1	76.9	71.9	26.6	26.2	40.4	51.2	50.2	48.8	82.8	83.3	83.3
July, 1936	83.2	81.7	74.3	42.0	41.4	53.1	55.8	54.6	53.0	88.8	88.7	88.7
July, 1937	96.5	94.7	86.1	48.1	47.5	60.9	56.7	55.0	53.4	101.7	95.9	95.9
July, 1938	94.0	96.0	87.3	41.0	42.1	53.9	53.1	52.1	50.6	92.2	89.6	89.6
1937												
August	90.8	89.2	86.6	47.9	47.3	61.4	58.4	58.1	54.8	85.2	85.7	93.1
September	102.8	104.9	87.4	68.8	70.7	59.4	56.8	57.6	54.9	89.8	92.5	95.4
October	96.7	95.0	82.6	73.2	72.3	57.4	56.3	55.3	55.3	102.5	96.6	96.6
November	83.4	81.8	81.8	71.7	70.8	56.6	55.2	55.9	58.3	94.5	95.0	94.1
December	92.1	90.5	80.8	78.1	77.1	55.9	57.3	56.1	55.0	188.2	200.4	100.2
1938												
January	51.6	52.7	95.9	47.1	48.3	61.1	50.8	50.0	53.8	60.5	62.6	99.3
February	47.7	50.7	90.5	41.0	43.8	55.5	48.8	53.0	55.3	62.6	66.7	92.6
March	63.0	59.5	85.0	48.7	46.3	57.2	54.4	53.4	55.0	70.0	68.3	86.5
April	88.6	90.5	87.0(f)	55.6	57.0	61.3(f)	52.4	52.5	52.0(f)	91.0	88.4	95.1
May	111.5	113.8	83.7	62.0	63.6	55.8(f)	52.0	51.8	51.8	86.6	89.7	89.7
June	107.2	105.2	88.4	50.7	50.0	55.0	50.0	50.8	50.3	95.3	95.5	92.7(f)
July	94.0	96.0	87.3	41.0	42.1	53.9	53.1	52.1	50.6	92.2	89.6	89.6

(a) Prior to 1936 based on sales of 9 chains.
(b) Revised from January, 1935, to allow for changes in seasonal adjustment factors.
(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Men's Clothing Stores								
, 1936 ...	80.7	95.1	87.9	78.0	73.5	67.9	79.6	82.9
, 1937 ...	94.3	117.6	104.6	92.0	84.1	70.4	84.2	95.9
, 1938 ...	83.5	94.1	86.9	79.8	83.3	67.3	86.1	97.9
nuary	77.2	83.1	77.3	78.8	72.2	52.4	85.5	77.3
bruary ...	60.5	68.4	59.7	62.2	60.3	47.1	55.4	59.6
rch	80.3	82.1	73.9	83.4	99.2	70.6	81.1	73.6
ril	116.1(f)	125.6	120.9	117.3	122.3	98.5	108.4	104.1
y	92.2	99.3	102.8	85.3	97.4	77.8	92.4	106.5
ne	107.9	113.7	122.5	102.2	120.0	88.0	102.1	111.0
ly	83.5	94.1	86.9	79.8	83.3	67.3	86.1	97.9
ange, ly, 1938 . ly, 1937	-11.5	-20.0	-16.9	- 13.3	- 1.0	- 4.4	+ 2.3	+ 2.1
Women's Clothing Stores								
, 1936 ...	85.5	87.0	86.9	82.8	89.8	83.4	83.0	93.3
, 1937 ...	94.2	109.7	97.9	91.7	90.6	81.1	82.4	103.6
, 1938 ...	78.9	86.6	82.6	74.7	60.4	85.6	81.2	87.9
nuary	72.5	88.1	64.9	75.6	65.4	72.3	64.8	73.7
bruary ...	61.3	63.5	64.0	60.5	62.6	61.1	58.2	59.8
rch	90.5	83.6	79.6	92.7	91.9	78.4	103.9	98.7
ril	137.8	145.2	147.4	133.5	135.4	132.8	141.9	132.2
y	97.2(f)	121.4	101.9	89.1	99.7	93.7	98.8	108.7
ne	111.5	131.5	127.0	106.1	110.9	104.9	104.6	102.2
ly	78.9	86.6	82.6	74.7	60.4	85.6	81.2	87.9
ange, ly, 1938 . ly, 1937	-16.2	-21.1	-15.6	-18.5	-33.3	+ 5.5	- 1.5	-15.2
Grocery and Meat Stores								
, 1935 ...	87.2	(a)	83.6	85.9	92.7	92.1	90.6	94.6
, 1936 ...	96.4	(a)	91.0	96.8	103.3	101.9	101.6	96.7
, 1937 ...	113.3	(a)	101.6	112.8	120.3	132.2	132.6	120.4
, 1938 ...	111.5	(a)	105.7	113.1	106.8	115.0	128.3	105.9
nuary	100.0	(a)	101.5	104.6	78.7	82.3	93.7	95.1
bruary ...	102.5	(a)	104.0	105.1	85.4	88.3	101.5	102.2
rch	113.1	(a)	112.9	116.8	96.0	98.4	112.8	111.3
ril	119.7(f)	(a)	122.8	122.7	102.0	105.0	119.2	114.4
y	110.1	(a)	113.7	111.2	95.5	101.0	113.6	107.7
ne	114.7	(a)	120.0	113.4	109.1	110.5	122.8	114.6
ly	111.5	(a)	105.7	113.1	106.8	115.0	128.3	105.9
ange, ly, 1938 . ly, 1937	- 1.6	(a)	+ 4.0	+ 0.3	-11.2	-13.0	- 3.2	-12.0
Variety Stores								
, 1935 ...	92.0	97.2	94.8	89.5	96.6	96.0	86.6	85.5
, 1936 ...	98.7	103.9	98.9	96.6	101.0	99.8	102.5	99.7
, 1937 ...	113.1	124.6	116.8	111.5	113.1	99.0	110.6	111.8
, 1938 ...	102.5	107.2	109.3	98.5	107.3	94.0	115.4	105.6
uary	67.2	66.2	69.3	67.1	64.9	52.8	76.4	71.8
ruary ...	69.6	64.5	73.3	69.2	65.9	56.5	77.2	77.8
ch	77.9	74.3	78.4	78.4	79.1	60.6	90.7	84.1
il	101.1	96.6	107.8	100.0	105.9	82.0	110.6	104.0
.....	96.3	95.4	111.8	91.5	99.4	80.5	98.1	99.2
e	105.9(f)	107.5	122.1	101.7	110.3	90.6	104.1	100.2
y	102.5	107.2	109.3	98.5	107.3	94.0	115.4	105.6
nge, y, 1938 . y, 1937	- 9.3	-14.0	- 6.4	-11.7	- 5.1	- 5.1	+ 4.3	- 5.5

Figures for the Maritime Provinces are withheld to avoid disclosing individual operations. (b) Unchanged. (f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

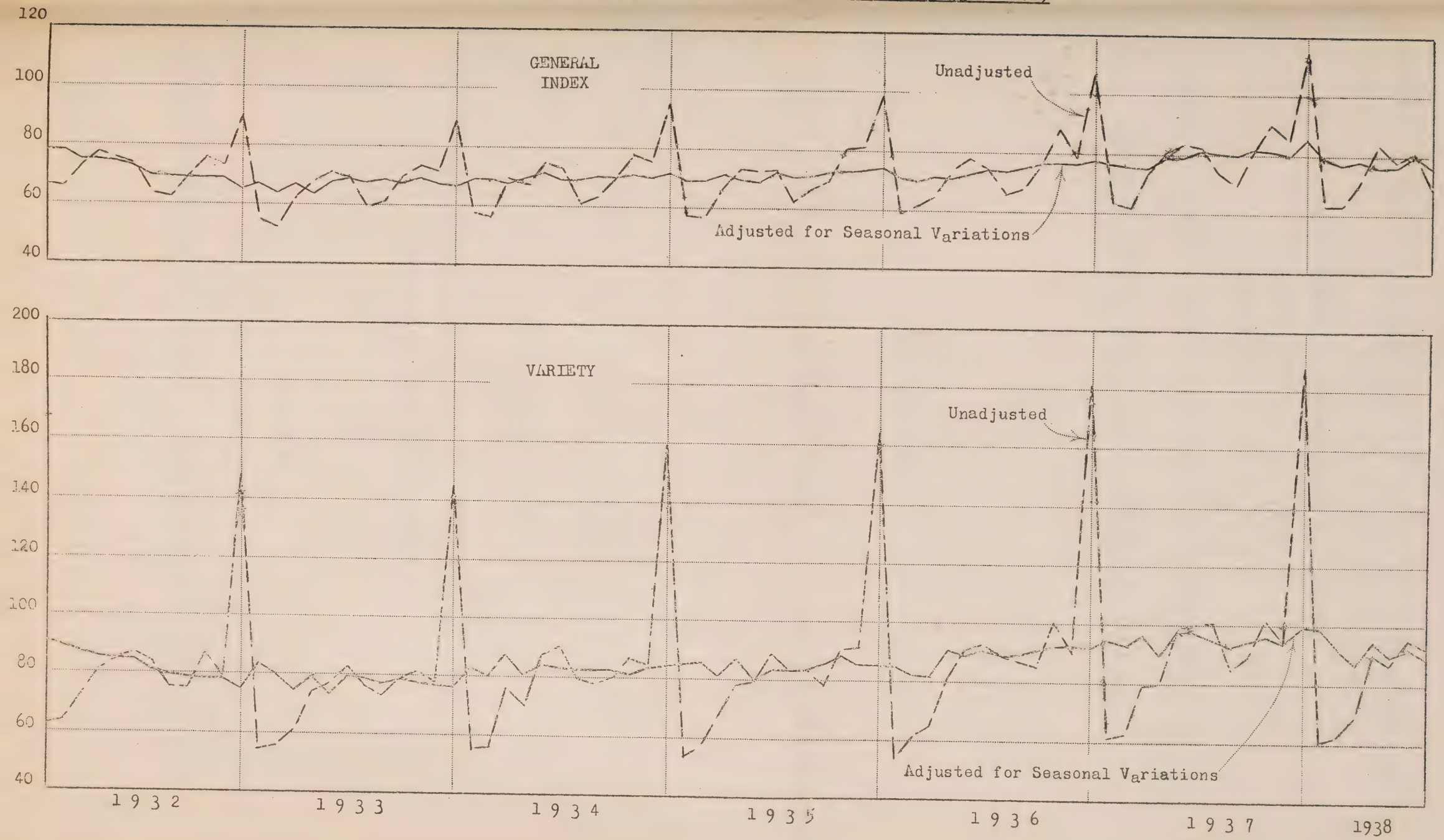
ear and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
July, 1935	73.2	85.0	68.0	71.2	72.7	81.0
July, 1936	76.6	88.1	69.9	75.3	73.9	88.7
July, 1937	83.4	100.6	80.8	80.5	77.8	98.0
July, 1938	75.4	82.6	72.9	71.6	73.7	90;2
1938						
January	75.0	70.4	84.4	74.6	69.6	77.9
February	76.9	70.7	81.9	78.1	71.9	80.8
March	88.6(f)	79.5	97.9	88.4	84.3	90.6
April	105.9	101.9	121.4	105.9	98.2	104.6
May	97.1	103.2	110.8	96.4	89.3	95.4
June	103.3	114.0	117.5	105.5	92.2	97.2
July	75.4	82.6	72.9	71.6	73.7	90.2
Change, July, 1938 / July, 1937	- 9.6	-17.9	- 9.8	-11.1	- 5.3	- 8.0
Hardware Stores						
uly, 1936	109.3	116.9	107.2	120.1	99.1	99.6
uly, 1937	126.7	154.7	140.2	128.7	106.1	134.9
uly, 1938	123.5	134.0	150.6	128.7	100.8	100.3
938						
January	67.8	73.8	72.5	73.2	57.3	66.0
February	62.6(f)	63.8	67.5	64.7	55.8	66.7
March	82.6	79.0	93.2	80.6	77.4	88.9
April	116.1	119.0	130.6	108.7	112.6	121.9
May	145.8	151.0	178.7	152.8	119.2	117.6
June	138.9	152.4	157.3	148.5	116.1	113.9
July	123.5	134.0	150.6	128.7	100.8	100.3
Change, July, 1938 / July, 1937	- 2.6	-13.4	+ 7.4	(a)	- 5.0	-25.6
Music and Radio Stores						
uly, 1936	77.4	77.5	78.7	80.3	71.7	70.9
uly, 1937	88.8	76.6	88.4	98.1	69.2	81;5
uly, 1938	75.6	63.0	72.3	77.5	79.1	79.1
938						
January	86.8	86.5	88.5	92.8	70.9	81.1
February	75.7	64.5	87.4	76.1	60.6	70.8
March	90.0	66.9	83.3	97.6	89.7	79.2
April	102.5	69.0	101.0	108.4	99.4	94.2
May	114.4(f)	77.7	132.3	114.7	96.4	106.4
June	93.6	91.5	92.8	100.2	86.7	79.0
July	75.6	63.0	72.3	77.5	79.1	79.1
Change, July, 1938 / July, 1937	-14.9	-17.8	-18.2	-21.0	+14.3	- 2.9

a) No change.
f) Final figures.

DEPARTMENTAL STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
JULY, 1937, AND JULY, 1938.

(Based on sales of 22 firms)

	July, 1937 $	July, 1938 $	% Change, 1938/37
TOTAL SALES, ALL DEPARTMENTS	14,973,608	13,663,384	- 8.8
1. Women's dresses, coats and suits	1,158,654	1,118,156	- 3.5
2. Girls' and infants' wear	357,836	321,725	-10.1
3. Hosiery and gloves	578,889	562,735	- 2.8
4. Lingerie and corsets	770,830	672,332	-12.8
5. Millinery	137,868	120,437	-12.6
6. Women's and children's apparel - (Total, 1-5)	3,004,077	2,795,385	- 6.9
7. Men's and boy's clothing and furnishings	1,596,886	1,455,389	- 8.9
8. Drugs and toilet articles and preparations ...	526,530	493,073	- 6.4
9. Piece goods	1,242,359	1,081,030	-13.0
10. Smallwares	497,074	460,792	- 7.3
11. Food and kindred products	1,572,884	1,542,560	- 1.9
12. Furniture (including mattresses, springs)	905,982	826,725	- 8.7
13. Home furnishings ;.....	1,025,703	906,836	-11.6
14. Household appliances and electrical supplies .	389,026	353,161	- 9.2
15. Hardware and kitchen utensils	629,507	547,529	-13.0
16. Radios, musical instruments and supplies	177,155	158,346	-10.6
17. Shoes and other footwear	1,079,958	970,251	-10.2
18. Stationery, books and magazines	182,081	165,273	- 9.2
19. All other departments, total	2,144,386	1,907,034	-11.1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CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 8 No. 8

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

AUGUST 1938

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MONTHLY INDEXES OF RETAIL SALES IN CANADA, AUGUST, 1938

Composite sales figures for twelve separate lines of retail business indicate hat the dollar value of consumer purchasing in Canada averaged 1 per cent lower in gust this year than last and was down by a similar percentage from the July level. The per cent decline below August 1937 presents a slight narrowing of the spread which has aracterized the corresponding month comparisons for 1937 and 1938 thus far, cumulative gures for the first eight months of the current year averaging 2 per cent below the rresponding eight-month period in 1937. The unadjusted general index of sales, on the se average monthly sales in 1930 equals 100, stands at 68.4 for August, 1938, 69.3 for ly and 69.4 for August, 1937.

Of the twelve lines of retail business coming within the scope of this survey, od stores and hardware stores alone reported increased sales over 1937. Grocery and at stores averaged 3 per cent higher this year than last, both in the August comparison d also for the eight months to date. Hardware stores were up 5 per cent for the month August and 2 per cent for the eight-month period.

All other groups were down from August last year. Department store sales were wn by 3 per cent, drug store and candy store sales registering similar declines. Music d radio stores, restaurants and variety stores all recorded a decrease of 4 per cent om August, 1937. Women's clothing stores were down by 2 per cent; men's clothing stores, per cent; boot and shoe stores, 12 per cent; and, furniture stores, 15 per cent.

Results for departmental stores on a geographical basis show that sales in ebec compared more favourably with 1937, both for the month of August and for the year -date than did the other provinces. Department store sales in Quebec averaged 1 per nt higher in August this year than last and were unchanged from last year in the eight nth comparison. Averages for the country as a whole showed decreases of 3 per cent for month and 4 per cent for the cumulative eight-month period.

Sales for 18 departmental firms reporting departmental figures averaged 4 per nt lower in August this year than last. Women's and children's apparel increased 1 per nt and drugs and toilet articles increased fractionally from August 1937 but all other partments reported decreased sales. Piece goods were down 13 per cent; home furnish-gs, 9 per cent and, hardware and kitchen utensils, 9 per cent. Smaller declines were orted for the other groups for which separate figures are available.

Comparison of Retail Sales in Canada, for 1937 and 1938 by Kinds of Business

	August, 1938 + or - p.c. compared with			Cumulative Indexes
	August 1930	August 1937	July 1938	8 mos. 1938 / 8 mos. 1937
neral Index	-24.2	- 1.4	- 1.3	- 1.8
ots and Shoes	-43.3	-12.2	-30.3	- 5.7
ndy	-53.9	- 2.6	+ 0.6	- 6.0
n's Clothing	-30.5	- 8.6	-12.6	- 7.2
men's Clothing	-47.0	- 2.3	-13.0	- 3.4
partmental	-23.9	- 3.4	+10.4	- 4.0
ugs	-26.1	- 3.2	+ 0.1	- 3.3
rniture	-16.2	-14.7	+28.8	-13.3
oceries and Meats	-16.7	+ 3.1	- 9.8	+ 2.8
rdware	- 9.5	+ 5.4	+ 3.1	+ 1.7
sic and Radio	-34.8	- 4.4	+ 9.8	- 7.2
staurants	-48.2	- 4.1	+ 5.9	- 5.1
riety	-17.2	- 4.2	-11.5	- 4.6

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index (961 Firms)			Boots and Shoes (17 Chains)			Candy (8 Chains)			Men's Clothing[a] (355 Firms)			Women's Clothing[b] (234 Firms)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
August, 1929	107.3	99.6	114.5	112.1	102.5	120.6	155.0	126.5	129.1	107.2	98.1	140.1	102.9	94.0	123.7
August, 1930	90.2	86.3	99.2	91.7	86.3	101.5	105.9	102.1	104.2	73.7	69.4	99.2	81.2	76.4	100.5
August, 1931	76.6	74.0	85.0	77.7	73.1	88.1	83.6	81.3	82.9	53.6	51.2	73.2	58.5	55.8	73.5
August, 1932	62.2	60.6	69.6	61.5	60.1	74.2	61.7	61.3	62.5	40.2	39.3	56.1	46.0	44.8	59.0
August, 1933	61.3	59.3	68.2	55.7	54.4	68.9	58.2	57.6	58.7	42.9	41.6	59.4	45.9	44.4	58.4
August, 1934	63.4	60.8	69.9	58.2	56.4	72.4	58.6	57.6	58.7	45.5	43.6	62.3	52.3	50.1	65.9
August, 1935	66.4	61.5	70.7	62.6	57.2	74.3	59.2	55.4	56.6	50.3	46.0	65.6	50.5	46.1	60.6
August, 1936	67.9	65.5	75.3	60.7	57.1	75.1	58.3	56.6	57.8	54.6	52.2	71.5	43.6	41.6	59.4
August, 1937	69.4	69.5	79.9	59.2	59.4	78.2	50.1	51.3	52.4	56.0	56.4	77.3	44.0	44.3	63.3
August, 1938	68.4	66.5	76.4	52.0	50.8	66.8	48.8	48.4	49.4	51.2	50.0	68.5	43.0	41.9	59.9
1937															
September	81.7	83.4	81.8	82.8	85.5	88.2	55.2	56.1	60.3	76.7	78.2	78.2	59.8	60.9	62.8
October	91.2	87.1	81.4	87.8	82.7	85.2	59.3	57.1	60.1	102.1	96.1	76.9	83.1	78.1	63.5
November	84.6	84.7	79.9	72.4	72.8	67.4	49.2	50.4	58.5	92.3	93.0	75.6	69.0	69.4	62.5
December	115.0	117.5	85.8	129.2	137.3	97.4	113.1	120.6	64.8	124.6	129.7	78.1	94.3	98.0	63.2
1938															
January	62.7	64.5	78.6	45.3	46.6	86.2	40.9	39.7	53.0	55.1	57.1	80.4	43.7	45.3	68.6
February	62.7	66.8	76.8	39.5	42.0	77.7	54.1	58.7	63.8	43.2	45.8	72.8	36.9	39.2	66.4
March	72.0	69.6	78.2(f)	59.0	57.7	76.9	44.4	43.9	51.7	57.1	55.3	70.9	54.6	52.8	67.7
April	83.9	83.0	76.1	91.9	89.1	75.5	77.7	74.9	57.6	82.4	80.5	72.5	83.1	81.1	64.8
May	77.7	80.0	76.2	76.5	78.7	64.0	54.8	56.1	57.2	64.9	67.3	65.3	58.6	60.7	56.7
June	81.4	81.0	80.1	110.2	110.3	76.6	43.6	44.3	57.5	76.0	75.7	71.4(f)	67.2	66.9	59.2(f)
July	69.3	68.3	77.6	74.6	72.4	77.0(f)	48.5	48.3	56.8(f)	58.6	57.3	70.7	49.4	48.2	56.7
August	68.4	66.5	76.4	52.0	50.8	66.8	48.8	48.4	49.4	51.2	50.0	68.5	43.0	41.9	59.9

(a) Prior to 1936 based on sales of 16 chains.
(b) Prior to 1936 based on sales of 13 chains.
(f) Final figures.

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental (36 Firms)			Drugs (24 Chains)			Furniture (26 Firms)			Groceries and Meats (34 Chains)(b)		
	A	B	C(a)	A	B	C	A	B	C	A	B	C
August, 1929	96.2	90.1	112.7	112.5	107.6	109.8	135.6	127.0	146.0	107.6	97.3	105.8
August, 1930	82.3	80.1	100.1	103.0	100.3	102.4	90.1	87.2	100.3	95.3	88.8	96.5
August, 1931	69.7	68.0	85.0	91.1	89.6	91.4	72.6	70.3	80.8	84.0	79.7	86.6
August, 1932	56.8	54.4	68.0	76.7	75.7	77.3	49.4	47.2	51.9	72.3	71.5	77.7
August, 1933	57.2	54.4	68.0	67.9	66.5	67.9	57.9	55.4	56.6	70.4	68.8	74.8
August, 1934	59.0	56.1	70.1	70.4	68.7	70.1	69.3	66.3	66.3	69.9	67.2	73.1
August, 1935	60.4	56.6	70.8	74.1	70.8	72.2	76.5	71.5	71.5	76.3	69.0	75.0
August, 1936	62.8	61.3	76.6	73.3	72.0	73.5	79.8	79.9	79.9	77.3	73.3	79.6
August, 1937	64.8	64.2	80.3	78.6	79.1	80.7	88.5	87.6	87.6	77.0	78.2	85.0
August, 1938	62.6	59.9	74.9	76.1	75.0	76.5	75.5	72.3	72.3	79.4	78.5	85.3
1937												
September	80.9	82.8	79.6	78.4	79.3	80.9	102.5	105.1	87.6	86.8	88.4	88.4
October	94.0	91.4	79.5	84.8	82.6	83.4	103.8	100.4	89.7	93.2	86.7	86.7
November	91.9	91.1	79.9	76.9	78.3	78.3	93.7	92.8	91.9	84.2	85.5	86.3
December	133.7	133.5	83.4	99.5	97.1	85.2	99.1	100.5	90.5	104.8	110.8	99.8
1938												
January	56.3	57.8	78.1	76.0	74.7	77.8	54.6	56.0	84.8	79.3	82.5	85.9
February	57.8	61.5	76.9	69.7	75.6	74.9	63.3	67.4	81.1	81.2	86.3	88.0
March	66.5	63.5	75.5(f)	79.0	77.4	76.6	66.7	63.8	73.4	89.7	87.6	91.3
April	79.5	80.4	75.8	76.9	75.8	76.6	89.5	89.6	76.6	94.9	91.6	85.6
May	72.9	74.9	73.4	74.1	74.5	77.6(f)	96.7	99.2	78.8	87.2	90.7	88.1
June	77.6	76.6	74.4	76.6	77.5	76.8	78.1	77.3	78.1	90.9	90.8	90.8(f)
July	56.7	57.3	75.3	76.0	74.0	76.3	58.6	58.7	75.2	88.0	85.0	86.7
August	62.6	59.9	74.9	76.1	75.0	76.5	75.5	72.3	72.3	79.4	78.5	85.3

(a) Revised from January, 1935, to allow for changes in seasonal adjustment factors.
(b) Entire series revised from January, 1935, to allow for change in method of calculation.
(f) Final figures.

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware (94 Firms)			Music and Radio(a) (102 Firms)			Restaurants (12 Chains)			Variety (12 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C
August, 1929	122.2	115.9	112.5	111.5	105.8	139.2	127.3	123.3	116.3	130.6	119.6	130.0
August, 1930	105.7	104.2	101.1	70.2	69.2	91.0	108.1	106.0	100.0	98.6	92.9	101.0
August, 1931	88.3	87.1	84.5	59.1	58.2	76.6	90.0	88.5	83.5	93.3	88.2	95.9
August, 1932	66.4	63.0	61.2	33.2	31.6	41.5	64.3	63.1	59.5	75.0	73.4	79.8
August, 1933	62.3	59.1	57.4	28.8	27.3	36.0	57.7	56.6	53.4	72.7	70.9	77.0
August, 1934	74.6	70.8	68.8	33.8	32.1	42.2	57.3	56.0	52.9	77.7	75.5	82.1
August, 1935	78.2	74.2	72.0	35.2	33.4	44.0	55.4	53.6	50.6	83.7	76.6	83.3
August, 1936	82.5	81.0	78.6	41.1	40.6	52.7	57.3	56.4	53.2	87.1	82.5	89.6
August, 1937	90.8	89.2	86.6	47.9	47.3	61.4	58.4	58.1	54.8	85.2	85.7	93.1
August, 1938	95.7	90.5	87.9	45.8	43.5	56.5	56.0	55.0	51.9	81.6	79.9	86.8
1937												
September	102.8	104.9	87.4	68.8	70.7	59.4	56.8	57.6	54.9	89.8	92.5	95.4
October	96.7	95.0	82.6	73.2	72.3	57.4	56.3	55.3	55.3	102.5	96.6	96.6
November	83.4	81.8	81.8	71.7	70.8	56.6	55.2	55.9	58.3	94.5	95.0	94.1
December	92.1	90.5	80.8	78.1	77.1	55.9	57.3	56.1	55.0	188.2	200.4	100.2
1938												
January	51.6	52.7	95.9	47.1	48.3	61.1	50.8	50.0	53.8	60.5	62.6	99.3
February	47.7	50.7	90.5	41.0	43.8	55.5	48.8	53.0	55.3	62.6	66.7	92.6
March	63.0	59.5	85.0	48.7	46.3	57.2	54.4	53.4	55.0	70.0	68.3	86.5
April	88.6	90.5	87.0(f)	55.6	57.0	61.3	52.4	52.5	52.0	91.0	88.4	95.1
May	111.5	113.8	83.7	62.0	63.6	55.8	52.0	51.8	51.8	86.6	89.7	89.7
June	107.0	105.0	88.3	50.9	50.2	55.2(f)	50.0	50.8	50.3	95.1	95.4	92.6
July	92.8	94.8	86.2	41.7	42.8	54.9	52.9	51.9	50.4(f)	92.2	89.6	89.6(f)
August	95.7	90.5	87.9	45.8	43.5	56.5	56.0	55.0	51.9	81.6	79.9	86.8

(a) Prior to 1936 based on sales of 9 chains.
(b) Revised from January, 1935, to allow for changes in seasonal adjustment factors.
(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat-chewan	Alberta	British Columbia
Men's Clothing Stores								
August, 1936..	76.6	88.8	79.1	73.6	72.5	67.6	71.8	90.9
August, 1937..	78.6	93.6	83.5	76.0	73.7	53.8	68.6	96.0
August, 1938..	71.8	84.3	72.5	68.2	62.7	66.4	71.3	87.8
1938								
March.....	80.0	82.1	73.9	83.4	99.2	70.6	81.1	70.8
April	115.6	125.6	120.9	117.3	122.3	98.5	108.4	98.2
May	91.1(f)	99.3	102.8	85.3	97.9	77.8	92.1	94.5
June	106.6	114.0	121.5	103.5	120.6	88.1	100.1	94.0
July	82.2	95.4	87.4	79.3	83.6	67.9	86.3	83.7
August	71.8	84.3	72.5	68.2	62.7	66.4	71.3	87.8
% Change, August, 1938 / August, 1937	- 8.6	- 9.9	-13.2	-10.3	-14.9	+23.4	+ 3.9	- 9.1
% Change, Jan.-Aug.1938 / Jan.-Aug.1937	- 7.2	- 3.4	- 9.2	- 8.3	+ 0.7	-10.9	+ 4.4	- 8.1
Women's Clothing Stores								
August, 1936..	72.3	82.0	73.5	70.0	71.2	64.3	65.1	82.8
August, 1937..	73.0	90.1	72.6	68.5	79.0	57.8	65.5	91.4
August, 1938..	71.3	(b)	69.8	63.9	69.0	69.5	71.7	91.1
1938								
May	97.2	121.4	101.9	89.1	99.7	93.7	98.8	108.7
June	111.6(f)	131.9	127.0	106.0	110.9	104.9	104.6	102.2
July	82.0	96.7	82.6	77.8	81.7	85.6	82.5	88.4
August	71.3	(b)	69.8	63.9	69.0	69.5	71.7	91.1
% Change, August, 1938 / August, 1937	- 2.3	(b)	- 3.9	- 6.7	-12.7	+20.2	+ 9.5	- 0.3
% Change, Jan.-Aug.1938 / Jan.-Aug.1937	- 3.4	(b)	- 6.6	- 4.9	- 2.8	+ 2.1	+ 2.9	- 2.3
Grocery and Meat Stores								
August, 1935..	96.3	(a)	90.6	94.3	104.3	112.4	105.4	102.1
August, 1936..	97.5	(a)	87.5	97.6	105.8	117.4	104.6	102.1
August, 1937..	97.1	(a)	85.4	94.2	107.1	119.9	123.8	112.2
August, 1938..	100.2	(a)	94.4	100.1	93.2	(b)	116.8	103.3
1938								
May	110.0	(a)	113.7	111.0	95.5	100.4	113.7	107.7
June	114.6(f)	(a)	120.0	113.2	109.1	109.2	122.8	114.6
July	111.0	(a)	105.3	112.8	106.8	113.5	122.5	106.3
August	100.2	(a)	94.4	100.1	93.2	(b)	116.8	103.3
% Change, August, 1938 / August, 1937	+ 3.1	(a)	+10.5	+ 6.3	-13.0	(b)	- 5.7	- 7.9
% Change, Jan.-Aug.1938 / Jan.-Aug.1937	+ 2.8	(a)	+ 5.8	+ 5.1	-10.2	(b)	+ 0.8	- 5.3
Variety Stores								
August, 1935..	93.0	98.3	96.1	92.4	86.6	87.9	93.2	91.3
August, 1936..	96.8	104.9	97.6	94.4	94.8	94.9	93.3	102.8
August, 1937..	94.7	108.6	97.7	91.6	88.9	79.7	94.9	104.7
August, 1938..	90.7	100.4	97.1	85.2	88.5	80.8	96.3	105.7
1938								
May	96.3	95.4	110.8	91.5	99.4	80.5	98.1	99.2
June	105.7	107.5	121.1	101.4	110.3	90.6	104.1	100.2
July	102.5(f)	107.3	107.9	98.8	107.3	94.0	115.4	105.6
August	90.7	100.4	97.1	85.2	88.5	80.8	96.3	105.7
% Change, August, 1938 / August, 1937	- 4.2	- 7.6	- 0.6	- 7.0	- 0.4	+ 1.4	+ 1.5	+ 1.0
% Change, Jan.-Aug.1938 / Jan.-Aug.1937	- 4.6	- 5.5	- 2.6	- 6.7	+ 0.3	-11.8	+ 6.0	+ 1.0

(b) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations [illegible] figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

ear and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
			Department Stores			
ugust, 1935	80.5	84.1	75.9	77.7	79.0	95.2
ugust, 1936	83.8	85.1	83.0	81.8	80.7	96.5
ugust, 1937	86.3	93.7	87.3	82.7	79.7	105.4
ugust, 1938	83.3	84.9	88.2	79.2	78.2	99.4
938						
April	105.9	101.9	121.4	105.9	98.2	104.6
May	97.1	103.2	110.8	96.4	89.3	95.4
June	103.3	114.0	117.5	105.5	92.2	97.2
July	75.4	82.0	73.5	71.3	73.5	90.4
August	83.3	84.9	88.2	79.2	78.2	99.4
Change, August, 1938 / August, 1937	- 3.4	- 9.4	+ 1.0	- 4.2	- 1.9	- 5.7
Change, Jan.-Aug., 1938 / Jan.-Aug., 1937	- 4.0	- 8.3	+ 0.1	- 4.5	- 5.0	- 3.9
			Hardware Stores			
ugust, 1936	108.3	111.0	116.7	105.7	106.8	99.1
ugust, 1937	119.2	124.7	142.2	113.1	109.0	119.0
ugust, 1938	125.7	132.8	164.2	109.6	121.3	108.2
938						
February	62.6	63.8	67.5	64.7	55.8	66.7
March	82.7	79.0	93.2	80.6	77.4	90.0
April	116.4(f)	119.0	130.8	108.7	112.6	127.1
May	146.4	151.0	179.5	152.8	119.2	123.9
June	140.5	156.1	161.4	145.7	120.1	117.6
July	121.9	138.3	147.9	123.3	101.5	102.9
August	125.7	132.8	164.2	109.6	121.3	108.2
Change, August, 1938 / August, 1937	+ 5.4	+ 6.5	+15.5	- 3.0	+11.3	- 9.1
Change, Jan.-Aug., 1938 / Jan.-Aug., 1937	+ 1.7	+ 3.0	+ 6.3	+ 3.5	- 1.3	-12.7
			Music and Radio Stores			
gust, 1936	75.9	73.4	71.6	72.6	92.8	75.6
gust, 1937	88.4	71.2	90.3	89.4	91.0	80.2
gust, 1938	84.4	(b)	82.2	88.6	89.8	77.5
38						
April	102.5	69.0	101.0	108.4	99.4	94.2
May	114.4	77.7	132.3	114.7	96.4	106.4
June	93.9(f)	91.5	93.7	100.2	88.8	78.5
July	77.0	64.0	74.2	79.0	78.7	79.6
August	84.4	(b)	82.2	88.6	89.8	77.5
Change, August, 1938 / August, 1937	- 4.4	(b)	- 9.0	- 0.9	- 1.3	- 3.4
Change, Jan.-Aug., 1938 / Jan.-Aug., 1937	- 7.2	(b)	- 9.6	- 6.3	- 3.9	- 7.3

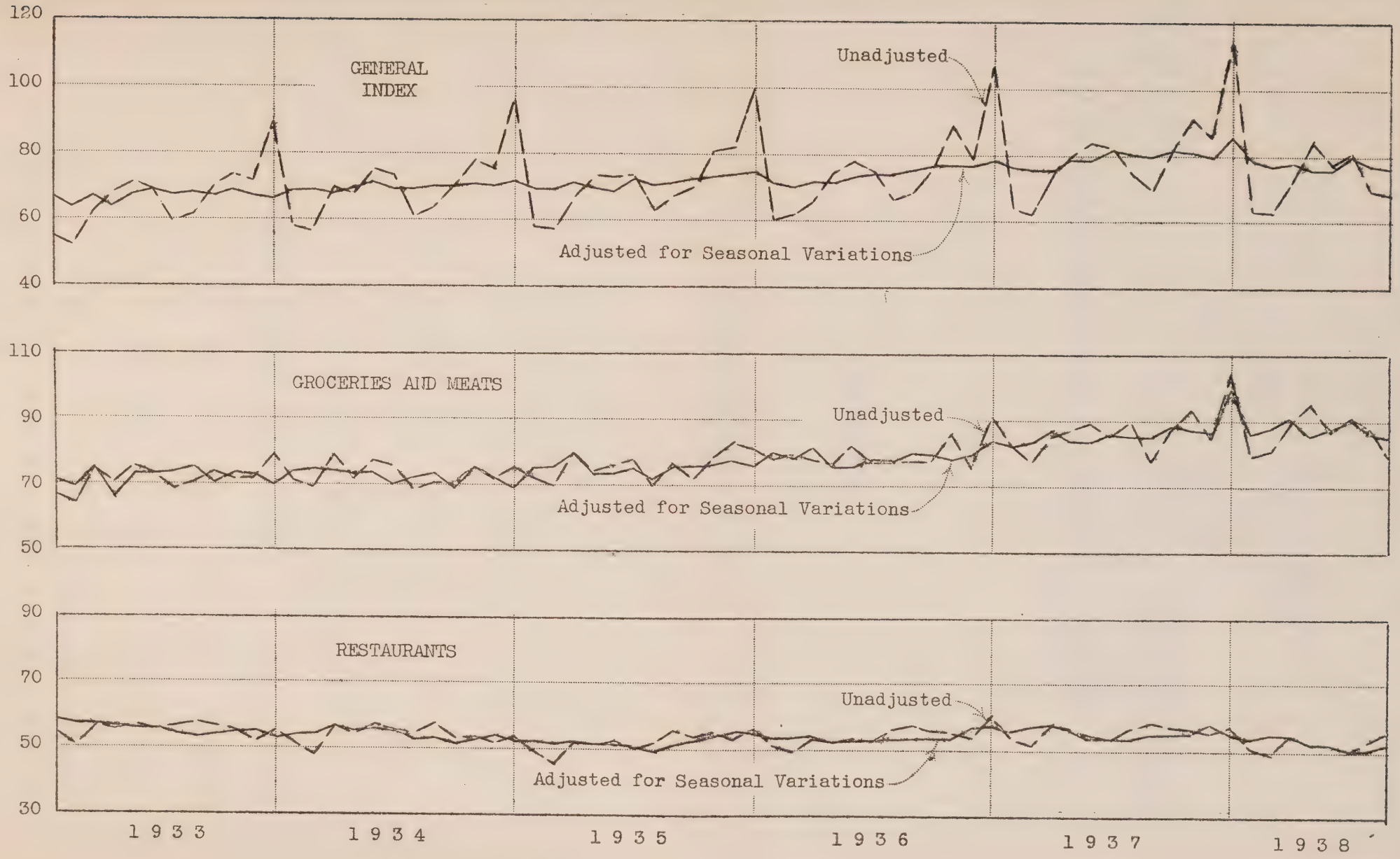
() Not available.
() Final figures

DEPARTMENTAL STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
AUGUST, 1937, AND AUGUST, 1938

(Based on sales of 18 firms)

	August 1937	August 1938	% Change, 1938/37
	$	$	
TOTAL SALES, ALL DEPARTMENTS	15,137,802	14,534,175	- 4.0
. Women's dresses, coats and suits	1,214,413	1,251,855	+ 3.1
. Girls' and infants' wear	356,449	348,119	- 2.3
. Hosiery and gloves	528,939	544,846	+ 3.0
. Lingerie and corsets	572,533	556,648	- 2.8
. Millinery	166,983	169,946	+ 1.8
. Women's and children's apparel - (Total, 1-5)	2,839,317	2,871,714	+ 1.1
. Men's and boys' clothing and furnishings	1,387,681	1,317,177	- 5.1
. Drugs and toilet articles and preparations ...	484,550	486,860	+ 0.5
. Piece goods	1,321,893	1,148,930	-13.1
. Smallwares	513,338	486,771	- 5.2
. Food and kindred products	1,547,952	1,503,402	- 2.9
. Furniture (including mattresses, springs)	1,489,081	1,404,143	- 5.7
. Home furnishings	1,228,241	1,112,231	- 9.4
. Household appliances and electrical supplies..	445,669	443,254	- 0.5
. Hardware and kitchen utensils	565,295	516,785	- 8.6
. Radios, musical instruments and supplies	267,432	250,555	- 6.3
. Shoes and other footwear	1,023,825	996,103	- 2.7
. Stationery, books and magazines	225,070	210,212	- 6.6
. All other departments, total	1,798,458	1,786,338	- 0.7

INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)



CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 8 No. 9

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

SEPTEMBER 1938

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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
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OTTAWA, CANADA

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MONTHLY INDEXES OF RETAIL SALES IN CANADA, SEPTEMBER, 1938

The general index of retail sales, as compiled from composite figures for twelve lines of business gained 16 per cent in September over August but was 3 per cent lower than in September, 1937. The unadjusted index, on the base 1930 equals 100, stands at 79.4 for September 1938, 68.4 for August, 1938 and 81.7 for September a year ago.

The 3 per cent decline in dollar sales in September of this year compared with last is about on a par with the experience of the year to-date, sales for the first nine months of 1938 averaging 2 per cent lower than for the same period of 1937. After making allowances for differences in the numbers of business days, the September gain from August this year was somewhat better than the usual seasonal movement, the general index, adjusted both for number of business days and also for normal seasonal effects, advancing from 76.4 in August to 78.9 in September.

Food stores and drug stores only reported increases over September, 1937. Grocery and meat store sales increased 2 per cent, while drug store sales were fractionally higher. Department store sales were down 4 per cent and variety store sales, 1 per cent. Men's and women's clothing stores reported declines of 7 and 4 per cent respectively, while boot and shoe store sales fell off 1 per cent. Restaurant receipts were 6 per cent lower and candy store sales, 7 per cent lower. Sales in the household lines recorded the largest declines; 17 per cent for furniture stores and 11 per cent for music and radio stores. Hardware store sales declined 5 per cent.

Department store sales on a regional basis show that sales in Ontario were unchanged from September, 1937, while for the January to September period, sales were 4 per cent lower than in the same period last year. Sales in the Maritime Provinces were down 10 per cent in September and 9 per cent for the year to date. Quebec, British Columbia and the Prairie Provinces were all down about 6½ per cent from September, 1937, while sales to the end of September ranged from 1 to 5 per cent below sales for the similar period of last year.

Sales of 20 departmental firms reporting sales by departments averaged 3 per cent lower than in September, 1937. Shoes were 2 per cent higher; books, 1 per cent higher; while furniture sales were also slightly above sales in September last year. All other departments recorded declines; piece goods were down 8 per cent; radios and musical instruments, 7 per cent; men's clothing, 6 per cent; and hardware, 6 per cent. Lesser declines are shown for other groups covered in this summary.

Comparison of Retail Sales in Canada, for 1937 and 1938 by Kinds of Business

Kind of Business	September, 1938 + or - p.c. compared with			Cumulative Indexes
	September 1930	September 1937	August 1938	9 mos. 1938 / 9 mos. 1937
neral Index	- 18.4	- 2.8	+ 16.1	- 1.9
ots and Shoes	- 8.6	- 1.3	+ 53.3	- 5.0
ndy	- 41.2	- 6.5	+ 8.2	- 6.3
n's Clothing	- 14.3	- 6.8	+ 37.5	- 7.0
men's Clothing	- 34.9	- 4.2	+ 31.7	- 3.4
partmental	- 22.4	- 4.2	+ 24.2	- 4.0
ugs	- 15.7	+ 0.4	+ 3.0	- 2.9
rniture	- 15.7	- 16.6	+ 13.4	- 13.7
oceries and Meats	- 7.1	+ 1.5	+ 11.0	+ 2.7
rdware	- 9.9	- 5.3	+ 2.3	+ 0.7
sic and Radio	- 45.8	- 10.6	+ 31.4	- 7.4
staurants	- 46.5	- 5.5	- 4.3	- 5.1
riety	- 3.9	- 0.7	+ 9.0	- 4.1

INDEX NUMBERS OF RETAIL SALES (AVERAGE FOR 1935 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index (961 Firms)			Boots and Shoes (17 Chains)			Candy (8 Chains)			Men's Clothing(a) (355 Firms)			Women's Clothing(b) (234 Firms)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
September, 1929	109.7	116.5	114.2	111.3	118.3	124.5	107.4	113.2	121.7	119.7	127.3	139.4	96.3	102.3	113.7
September, 1930	97.3	100.2	98.2	89.4	92.7	97.6	87.8	90.1	96.8	83.4	86.2	93.6	88.0	90.8	100.9
September, 1931	83.9	86.1	84.4	80.6	83.9	88.3	74.9	76.4	82.2	63.8	65.3	71.0	65.0	66.5	73.9
September, 1932	69.6	70.6	69.2	68.1	70.0	72.9	59.8	60.6	65.1	55.4	56.1	61.0	53.2	53.7	59.7
September, 1933	69.9	68.7	67.3	68.2	66.1	68.1	57.6	55.4	59.6	56.0	53.9	58.6	54.7	52.6	58.4
September, 1934	69.7	71.2	69.8	71.5	71.5	72.9	54.2	54.0	58.0	56.1	56.1	61.0	57.7	57.6	64.0
September, 1935	69.5	73.8	72.3	68.7	73.0	73.0	52.6	55.4	59.6	59.5	63.3	68.8	52.1	55.3	61.5
September, 1936	76.1	78.0	76.5	73.5	76.6	75.1	55.1	56.2	60.4	70.0	71.7	71.7	56.6	57.9	59.7
September, 1937	81.7	83.4	81.8	82.8	85.5	83.0	55.2	56.1	60.3	76.7	78.2	78.2	59.8	60.9	62.8
September, 1938	79.4	80.5	78.9	81.7	84.1	81.6	51.6	52.2	56.2	71.5	72.3	72.3	57.3	57.9	59.6
1937															
October	91.2	87.1	81.4	87.8	82.7	85.2	59.3	57.1	60.1	102.1	96.1	76.9	83.1	78.1	63.5
November	84.6	84.7	79.9	72.4	72.8	67.4	49.2	50.4	58.5	92.3	93.0	75.6	69.0	69.4	62.5
December	115.0	117.5	85.8	129.2	137.3	97.4	113.1	120.6	64.8	124.6	129.7	78.1	94.3	98.0	63.2
1938															
January	62.7	64.5	78.6	45.3	46.6	86.2	40.9	39.7	53.0	55.1	57.1	80.4	43.7	45.3	68.6
February	62.7	66.8	76.8	39.5	42.0	77.7	54.1	58.7	63.8	43.2	45.8	72.8	36.9	39.2	66.4
March	72.0	69.6	78.2	59.0	57.7	76.9	44.4	43.9	51.7	57.1	55.3	70.9	54.6	52.8	61.4(c)
April	84.0	83.0	76.2(f)	91.9	89.1	75.5	77.7	74.9	57.6	82.4	80.5	72.5	83.1	81.1	63.3(c)
May	77.7	80.0	76.2	76.5	78.7	64.0	54.8	56.1	57.2	64.9	67.3	65.3	58.6	60.7	56.7
June	81.4	80.9	80.1	110.2	110.3	76.6	43.6	44.3	57.5	76.0	75.7	71.4(f)	67.2	66.9	59.2
July	69.3	68.3	77.6	74.6	72.4	77.0	48.5	48.3	56.8(f)	58.6	57.3	70.7	49.3	48.1	56.6(f)
August	68.4	66.5	76.4	53.3	52.1	68.6(f)	47.7	47.4	48.4	52.0	50.8	69.6	43.5	42.4	60.6
September	79.4	80.5	78.9	81.7	84.1	81.6	51.6	52.2	56.2	71.5	72.3	72.3	57.3	57.9	59.6

(a) Prior to 1936 based on sales of 16 chains.
(b) Prior to 1936 based on sales of 13 chains.
(c) Index numbers adjusted for seasonal variations revised for March and April, 1938.
(f) Final figures.

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental (36 Firms)			Drugs (24 Chains)			Furniture (26 Firms)			Groceries and Meats[b] (34 Chains)		
	A	B	C[a]	A	B	C	A	B	C	A	B	C
September, 1929	107.5	114.5	110.1	101.2	105.4	107.6	131.4	140.0	126.1	104.5	111.1	111.1
September, 1930	99.9	102.6	98.7	93.4	95.3	97.2	101.4	104.1	93.8	94.8	98.3	98.3
September, 1931	82.4	84.6	81.3	86.5	87.7	89.5	85.3	87.5	78.2	88.4	91.0	91.0
September, 1932	68.6	69.9	67.2	74.3	75.1	76.6	64.3	65.9	55.4	75.7	76.4	76.4
September, 1933	71.3	71.8	69.0	69.3	68.3	69.7	68.8	68.9	57.4	73.8	69.9	69.9
September, 1934	72.2	75.7	72.8	69.8	70.4	71.9	76.2	79.1	65.9	69.7	68.6	68.6
September, 1935	71.6	76.3	73.4	69.8	72.6	74.1	80.7	85.9	71.6	71.1	75.5	75.5
September, 1936	78.8	80.9	77.8	73.4	74.2	75.8	91.6	93.9	78.3	77.2	79.3	79.3
September, 1937	80.9	82.8	79.6	78.4	79.3	80.9	102.5	105.1	87.6	86.8	88.4	88.4
September, 1938	77.5	78.9	75.9	78.7	79.4	81.0	85.5	84.6	70.5	88.1	88.7	88.7
1937												
October	94.0	91.4	79.5	84.8	82.6	83.4	103.8	100.4	89.7	93.2	86.7	86.7
November	91.9	91.1	79.9	76.9	78.3	78.3	93.7	92.8	91.9	84.2	85.5	86.3
December	133.7	133.5	83.4	99.5	97.1	85.2	99.1	100.5	90.5	104.8	110.8	99.8
1938												
January	56.3	57.8	78.1	76.0	74.7	77.8	54.6	56.0	84.8	79.3	82.5	85.9
February	57.8	61.5	76.9	69.7	75.6	74.9	63.3	67.4	81.1	81.2	86.3	88.0
March	66.5	63.5	75.5	79.0	77.4	76.6	66.7	63.8	73.4	89.7	87.6	91.3
April	79.6	80.5	75.9	76.9	75.8	76.6	89.5	89.6	76.6	94.9	91.6	85.6
May	73.0	74.9	73.5	74.1	74.5	77.6	96.7	99.2	78.8(f)	87.2	90.7	88.1
June	77.6	76.6	74.4	76.6	77.5	76.7(f)	78.1	77.3	78.1	90.9	90.8	90.8(f)
July	56.6	57.3	75.3(f)	75.9	73.8	76.1	58.6	58.7	75.2	88.1	85.0	86.7
August	62.4	59.8	74.7	76.4	75.3	76.8	75.4	72.1	72.1	79.4	78.4	85.3
September	77.5	78.9	75.9	78.7	79.4	81.0	85.5	84.6	70.5	88.1	88.7	88.7

(a) Revised from January, 1935, to allow for changes in seasonal adjustment factors.
(b) Entire series revised from January, 1935, to allow for change in method of calculation.
(f) Final figures.

INDEX NUMBERS OF RETAIL SALES -(AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware (94 Firms)			Music and Radio(a) (102 Firms)			Restaurants (12 Chains)			Variety (12 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C
September, 1929	139.8	149.2	132.0	163.2	174.2	137.1	114.7	117.8	112.2	108.3	115.2	118.8
September, 1930	108.1	110.8	98.0	113.4	116.2	91.5	100.4	101.7	96.9	92.8	96.0	99.0
September, 1931	91.8	94.1	83.3	84.2	86.3	66.4	86.1	87.3	83.1	87.6	90.5	93.3
September, 1932	69.3	71.0	62.3	56.7	58.2	43.4	64.2	64.8	61.7	75.0	76.9	79.3
September, 1933	68.4	70.1	60.4	43.8	45.0	33.1	56.5	56.6	53.9	79.2	76.7	79.0
September, 1934	76.4	81.6	69.1	52.8	56.5	41.2	52.6	53.5	50.9	79.9	79.7	82.2
September, 1935	80.5	86.0	72.2	52.3	55.9	40.8	53.0	54.5	51.9	77.9	83.0	85.5
September, 1936	89.3	91.1	76.0	63.1	64.7	54.4	55.3	56.1	53.4	85.5	88.4	91.1
September, 1937	102.8	104.9	87.4	68.8	70.7	59.4	56.8	57.6	54.9	89.8	92.5	95.4
September, 1938	97.4	99.4	82.9	61.5	63.1	53.0	53.7	54.3	51.7	89.2	91.5	94.4
1937												
October	96.7	95.0	82.6	73.2	72.3	57.4	56.3	55.3	55.3	102.5	96.6	96.6
November	83.4	81.8	81.8	71.7	70.8	56.6	55.2	55.9	58.3	94.5	95.0	94.1
December	92.1	90.5	80.8	78.1	77.1	55.9	57.3	56.1	55.0	188.2	200.4	100.2
1938												
January	51.6	52.7	95.9	47.1	48.3	61.1	50.8	50.0	53.8	60.5	62.6	99.3
February	47.7	50.7	90.5	41.0	43.8	55.5	48.8	53.0	55.3	62.6	66.7	92.6
March	63.0	59.5	85.0	48.7	46.3	57.2	54.4	53.4	55.0	70.0	68.3	86.5
April	88.6	90.5	87.0(f)	55.6	57.0	61.3	52.4	52.5	52.0	91.0	88.4	95.1
May	111.5	113.8	83.7	62.0	63.6	55.8	52.0	51.8	51.8	86.6	89.7	89.7
June	106.9	104.9	88.2	50.9	50.2	55.2(f)	50.0	50.8	50.3	95.1	95.4	92.6
July	93.3	95.2	86.6	42.1	43.2	55.4	52.9	51.9	50.4(f)	92.2	89.6	89.6
August	95.2	90.0	87.4	46.8	44.5	57.8	56.1	55.1	51.9	81.8	80.1	87.1(f)
September	97.4	99.4	82.9	61.5	63.1	53.0	53.7	54.3	51.7	89.2	91.5	94.4

(a) Prior to 1936 based on sales of 9 chains.
(b) Revised from January, 1935, to allow for changes in seasonal adjustment factors.
(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Men's Clothing Stores								
eptember, 1936	98.2	90.7	91.8	92.5	112.1	144.9	112.2	109.9
eptember, 1937	107.5	100.0	108.7	108.1	128.8	83.2	114.9	109.0
eptember, 1938	100.3	90.0	95.2	99.6	115.8	120.4	105.5	96.1
938								
June.....	106.6(f)	114.0	121.5	103.5	120.6	88.1	100.1	94.0
July.....	82.3	95.1	87.3	79.4	83.7	68.0	86.3	83.7
August.....	72.9	84.6	73.4	70.3	69.3	63.1	69.9	86.6
September.....	100.3	90.0	95.2	99.6	115.8	120.4	105.5	96.1
Change, September,1938 / September,1937	- 6.3	-10.0	-12.4	- 7.9	-10.1	+44.7	- 8.2	-11.8
Change, Jan.-Sept.1938 / Jan.-Sept.1937	- 7.0	- 4.2	- 9.5	- 8.0	- 0.2	- 4.9	+ 2.3	- 8.7
Women's Clothing Stores								
eptember, 1936	93.9	84.1	91.1	91.5	97.2	97.7	104.0	102.2
eptember, 1937	99.2	101.3	95.4	99.5	114.1	84.0	93.1	106.4
eptember, 1938	95.0	100.8	91.9	93.8	101.4	92.1	93.4	99.4
938								
June.....	111.6	131.9	127.0	106.0	110.9	104.9	104.6	102.2
July.....	81.8(f)	97.4	82.1	78.1	81.9	83.4	80.4	87.3
August.....	72.2	95.0	69.1	65.5	68.4	67.4	72.4	92.8
September.....	95.0	100.8	91.9	93.8	101.4	92.1	93.4	99.4
Change, September,1938 / September,1937	- 4.2	- 0.5	- 3.7	- 5.7	-11.1	+ 9.6	+ 0.3	- 6.6
Change, Jan.-Sept.1938 / Jan.-Sept.1937	- 3.4	+ 4.3	- 6.5	- 4.8	- 3.9	+ 2.4	+ 2.5	- 2.8
Grocery and Meat Stores								
eptember, 1935	89.6	(a)	86.5	88.2	91.0	110.3	98.7	87.5
eptember, 1936	97.3	(a)	89.1	96.0	104.6	130.7	110.4	97.7
eptember, 1937	109.4	(a)	101.5	107.7	114.5	129.5	135.1	113.4
eptember, 1938	111.1	(a)	109.4	111.5	102.1	125.4	132.7	101.0
938								
June.....	114.6(f)	(a)	120.0	113.2	109.1	109.2	122.8	114.6
July.....	111.0	(a)	105.3	112.8	106.8	113.5	122.5	106.5
August.....	100.2	(a)	94.4	100.2	93.2	106.9	116.8	103.7
September.....	111.1	(a)	109.4	111.5	102.1	125.4	132.7	101.0
Change, September,1938 / September,1937	+ 1.5	(a)	+ 7.8	+ 3.5	-10.8	- 3.2	- 1.8	-10.9
Change, Jan.-Sept.1938 / Jan.-Sept.1937	+ 2.7	(a)	+ 6.0	+ 4.7	-10.3	- 4.2	+ 0.4	- 5.8
Variety Stores								
eptember, 1935	86.6	86.6	90.5	85.9	85.3	86.9	86.7	81.9
eptember, 1936	95.0	97.5	96.2	91.8	104.8	112.0	94.6	93.3
eptember, 1937	99.8	107.1	104.5	96.8	110.7	89.9	99.4	102.1
eptember, 1938	99.1	100.0	104.4	95.1	117.2	94.2	103.0	106.1
938								
June.....	105.7	107.5	121.1	101.4	110.3	90.6	104.1	100.2
July.....	102.5	107.3	107.9	98.8	107.3	94.0	115.4	105.6
August.....	90.9(f)	100.8	97.2	85.5	88.5	80.8	96.3	105.7
September.....	99.1	100.0	104.4	95.1	117.2	94.2	103.0	106.1
Change, September,1938 / September,1937	- 0.7	- 6.6	- 0.1	- 1.8	+ 5.9	+ 4.8	+ 3.6	+ 3.9
Change, Jan.-Sept.1938 / Jan.-Sept.1937	- 4.1	- 5.6	- 2.3	- 6.1	+ 1.0	- 9.9	+ 5.7	+ 1.4

a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations. (f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES-(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
September, 1935	95.1	88.1	95.5	95.9	95.2	95.3
September, 1936	104.7	93.8	103.9	99.1	116.0	103.8
September, 1937	107.7	101.4	118.5	105.9	103.9	111.0
September, 1938	103.2	91.8	110.9	105.9	97.1	103.9
1938						
April	106.0	101.9	121.4	106.2	98.2	104.6
May	97.1	103.2	110.8	96.5	89.3	95.4
June	103.3	113.4	117.5	105.6	92.2	97.2
July	75.4(f)	81.9	73.5	71.3	73.5	90.4
August	83.1	83.5	87.5	79.1	78.2	99.1
September	103.2	91.8	110.9	105.9	97.1	103.9
% Change, September, 1938 / September, 1937	- 4.2	- 9.5	- 6.4	(a)	- 6.5	- 6.4
% Change, Jan.-Sept., 1938 / Jan.-Sept., 1937 ...	- 4.0	- 8.7	- 0.9	- 3.9	- 5.2	- 4.2
Hardware Stores						
September, 1936	117.2	104.1	118.1	110.7	126.3	120.3
September, 1937	135.0	149.7	151.7	126.2	130.0	133.9
September, 1938	127.9	134.4	149.2	116.8	128.4	116.3
1938						
May	146.4	151.0	179.5	152.8	119.2	123.9
June	140.3	156.1	161.4	145.7	120.1	117.6
July	122.5	138.3	148.5	123.9	101.9	105.7
August	125.0	131.6	157.4	111.9	120.8	109.6
September	127.9	134.4	149.2	116.8	128.4	116.3
% Change, September, 1938 / September, 1937	- 5.3	-10.2	- 1.6	- 7.4	- 1.2	-13.1
% Change, Jan.-Sept., 1938 / Jan.-Sept., 1937 ...	+ 0.7	+ 1.0	+ 4.7	+ 2.3	- 1.3	-12.4
Music and Radio Stores						
September, 1936	116.3	107.1	102.9	120.2	127.0	119.5
September, 1937	127.0	94.6	140.3	127.2	123.3	106.9
September, 1938	113.4	80.2	123.3	115.5	108.8	103.9
1938						
May	114.4	77.7	132.3	114.7	96.4	106.4
June	93.9(f)	91.5	93.7	100.2	88.8	78.5
July	77.7	64.0	74.2	79.1	80.5	81.5
August	86.4	57.2	83.7	89.4	93.8	78.9
September	113.4	80.2	123.3	115.5	108.8	103.9
Change, September, 1938 / September, 1937	-10.6	-15.2	-12.1	- 9.2	-11.8	- 2.8
Change, Jan.-Sept., 1938 / Jan.-Sept., 1937	- 7.4	-11.1	- 9.8	- 6.6	- 4.4	- 6.3

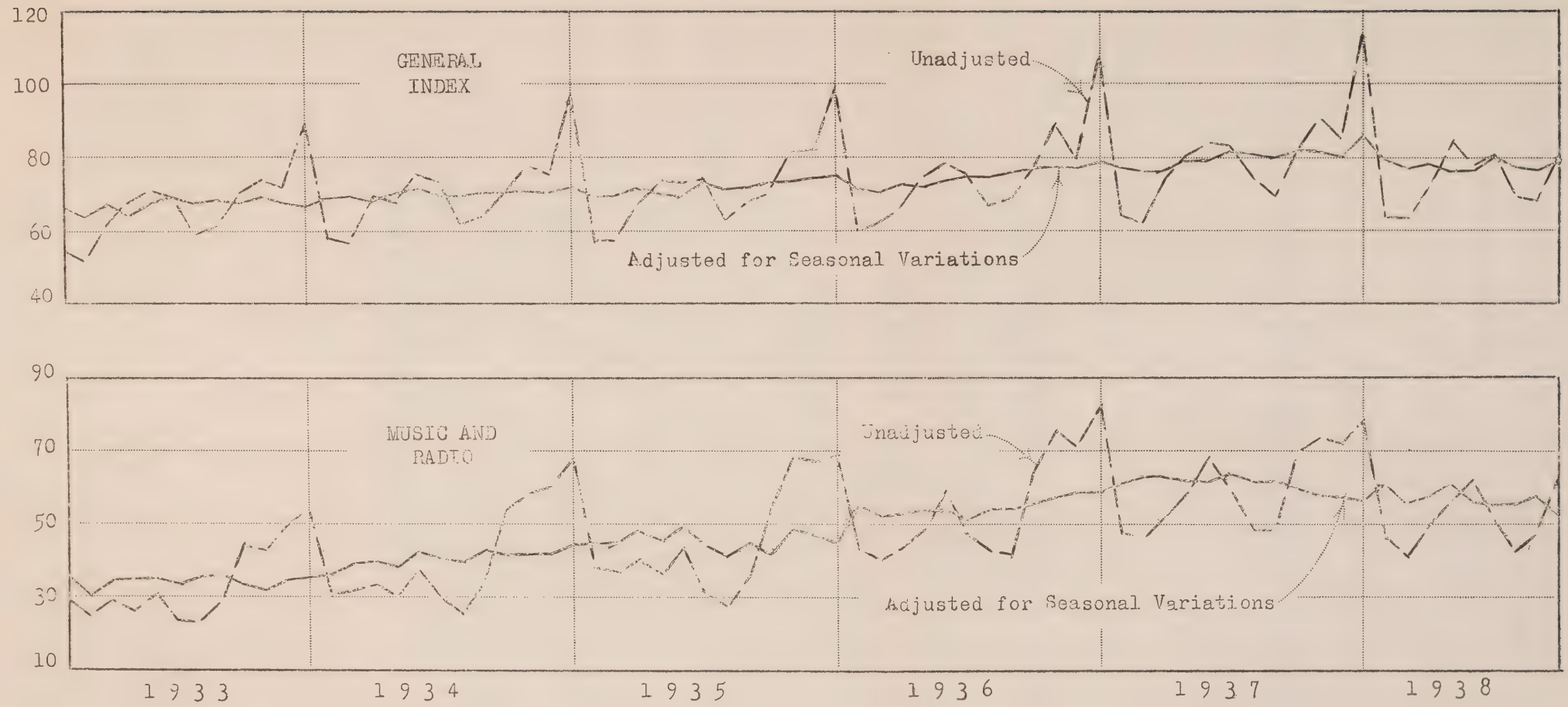
a) Unchanged.
f) Final figures.

DEPARTMENTAL STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
SEPTEMBER, 1937, AND SEPTEMBER, 1938

(Based on sales of 20 firms)

	September 1937	September 1938	% Change, 1938/37
	$	$	
TOTAL SALES, ALL DEPARTMENTS	19,624,226	19,011,090	- 3.1
1. Women's dresses, coats and suits	1,772,379	1,757,543	- 0.8
2. Girls' and infants' wear	739,396	718,815	- 2.8
3. Hosiery and gloves	871,614	862,481	- 1.0
4. Lingerie and corsets	746,595	715,715	- 4.1
5. Millinery	403,858	392,413	- 2.8
6. Women's and children's apparel - (Total, 1-5)	4,533,842	4,446,967	- 1.9
7. Men's and boys' clothing and furnishings	2,354,060	2,205,821	- 6.3
8. Drugs and toilet articles and preparations ...	522,807	510,037	- 2.4
9. Piece goods	1,612,742	1,490,686	- 7.6
10. Smallwares	629,591	624,547	- 0.8
11. Food and kindred products	1,683,087	1,665,609	- 1.0
12. Furniture (including mattresses, springs)	1,123,892	1,126,925	+ 0.3
13. Home furnishings	1,443,272	1,367,306	- 5.3
14. Household appliances and electrical supplies .	638,785	633,893	- 0.8
15. Hardware and kitchen utensils	608,922	572,845	- 5.9
16. Radios, musical instruments and supplies	409,297	380,492	- 7.0
17. Shoes and other footwear	1,531,610	1,563,850	+ 2.1
18. Stationery, books and magazines	370,661	375,842	+ 1.4
19. All other departments, total	2,161,658	2,046,270	- 5.3

INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)



CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 8 No. 10

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

OCTOBER 1938

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MONTHLY INDEXES OF RETAIL SALES IN CANADA, OCTOBER, 1938

The dollar value of consumer purchasing in Canada as reflected in total sales for 12 lines of retail business gained 9 per cent in October from September but was 5 per cent lower than in October a year ago. The unadjusted index of sales (on the base 1930 = 100) stood at 86.9 for October, 1938, compared with 79.7 for September, 1938, and 91.2 for October last year.

The decrease of 5 per cent below October, 1937, compared with a 2 per cent decline for the first ten months of the current year compares with the corresponding ten-month period a year ago; but it must be remembered that dollar sales were on the up-grade throughout 1937. The unfavorable October comparison is due to the fact that dollar sales in October, 1937, were considerably above the average for the first ten months of that year. On making allowances for differences in the number of business days and for normal seasonal variations, sales in October, 1938, compare favorably with the immediately preceding months, the adjusted index standing at 80.4 for October compared with 79.2 for September and 76.4 for August. The underlying trend in retail trade is therefore being well maintained and shows some degree of improvement.

The prolongation of summer weather was an important factor affecting consumer purchases especially of wearing apparel. Sales of women's clothing stores were down 10 per cent from October, 1937, while men's clothing and furnishings stores registered a decline of 15 per cent as did boot and shoe stores. Music and radio stores and furniture stores were down by 7 and 10 per cent respectively. Restaurant receipts dropped 7 per cent while candy store sales were off 11 per cent. Department stores dropped 6 per cent and variety store sales were down by 3 per cent. Grocery and meat store sales moved fractionally lower while hardware stores registered an improvement of 4 per cent.

Results for department store sales on a regional basis reflected wide variations for the month under review. Sales in the Prairie Provinces increased 3 per cent over October, 1937, but declines occurred in all other divisions. In British Columbia, sales were down 3 per cent; in Quebec, 6 per cent; in Ontario, 12 per cent; and in the Maritime Provinces, 16 per cent. Sales for Canada as a whole during the first ten months of the current year were 4 per cent below the same period in 1937. Declines for the various economic divisions for the January to October period were as follows: Quebec, 1 per cent; Prairie Provinces and British Columbia, 4 per cent; Ontario, 5 per cent; and the Maritime Provinces, 10 per cent.

Total sales of nineteen departmental firms reporting sales by departments declined 7 per cent below October, 1937. The furniture and household appliance groups showed the only increases, with gains of 2 and 3 per cent respectively. Decreases of 1 and 2 per cent occurred in sales of smallwares and drugs. Food sales were down 5 per cent, while hardware and books each dropped 7 per cent. Sales of women's and children's apparel averaged 9 per cent lower, with the various sub-groups showing decreases ranging from 6 per cent for millinery to 11 per cent for dresses, coats and suits. The largest decrease was reported for men's and boys' clothing and furnishings, sales being 14 per cent below October, 1937.

On page 6 of this bulletin will be found a table showing revised indexes for the Prairie Provinces covering the men's clothing and furnishings, women's clothing, groceries and meats, and variety groups.

Comparison of Retail Sales in Canada, for 1937 and 1938 by Kinds of Business

Kind of Business	October, 1938 + or - p.c. compared with			Cumulative Indexes
	October 1930	October 1937	September 1938	10 mos. 1938 / 10 mos. 1937
General Index	- 19.4	- 4.7	+ 9.0	- 2.2
Boots and Shoes	- 23.3	- 14.6	- 7.2	- 6.2
Candy	- 39.4	- 11.3	+ 1.5	- 6.8
Men's Clothing	- 25.7	- 15.3	+ 21.5	- 8.4
Women's Clothing	- 22.6	- 10.0	+ 28.1	- 4.1
Departmental	- 24.5	- 6.0	+ 12.8	- 4.2
Drugs	- 18.3	- 5.3	+ 2.4	- 3.2
Furniture	- 12.4	- 10.3	+ 9.4	- 13.4
Groceries and Meats	- 5.7	- 0.4	+ 5.5	+ 2.3
Hardware	- 15.9	+ 4.1	+ 3.0	+ 1.3
Music and Radio	- 51.1	- 7.4	+ 7.4	- 7.2
Restaurants	- 47.3	- 6.9	- 2.4	- 5.3
Variety	- 6.1	- 3.4	+ 11.5	- 4.1

INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index (961 Firms)			Boots and Shoes (17 Chains)			Candy (8 Chains)			Men's Clothing(a)(x) (355 Firms)			Women's Clothing(b) (234 Firms)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
October, 1929	126.7	122.3	114.3	121.4	118.6	122.3	109.8	108.7	114.4	194.3	188.6	152.1	112.2	108.8	113.3
October, 1930	107.8	103.3	96.6	97.5	94.8	97.7	86.8	85.3	89.8	116.4	111.6	90.0	96.7	92.6	96.5
October, 1931	91.8	85.1	79.6	90.0	82.2	84.8	86.2	80.7	85.0	81.9	74.9	60.4	81.0	73.9	77.0
October, 1932	75.8	73.1	68.4	74.2	69.8	72.0	61.5	59.7	62.6	71.3	68.2	55.0	60.0	57.2	59.6
October, 1933	73.7	73.7	68.9	67.5	67.7	67.5	57.2	58.6	61.7	70.0	75.7	61.0	56.1	56.4	58.8
October, 1934	77.7	75.5	70.5	68.1	66.6	68.6	56.4	56.0	58.9	85.2	83.2	67.1	60.5	59.1	61.5
October, 1935	80.4	77.6	72.5	70.7	69.1	71.2	57.4	56.8	59.8	88.0	85.4	68.9	62.1	60.1	62.6
October, 1936	88.6	82.1	76.7	83.0	75.9	70.2	60.6	56.8	59.8	99.4	90.9	72.7	80.1	73.2	59.5
October, 1937	91.2	87.1	81.4	87.8	82.7	85;2	59.3	57.1	60.1	102.1	96.1	76.9	83.1	78.1	63.5
October, 1938	86.9	86.0	80.4	75.0	72.7	75.0	52.6	51.0	53.7	86.5	84.5	67.6	74.8	73.0	59.3
1937															
November	84.6	84.7	79.9	72.4	72.8	71.3	49.2	50.4	58.5	92.3	93.0	75.6	69.0	69.4	62.5
December	115.0	117.5	85.8	129.2	137.3	85.8	113.1	120.6	64.8	124.6	129.7	78.1	94.3	98.0	63.2
1938															
January	62.7	64.5	78.6	45.3	46.6	86.2	40.9	39.7	53.0	55.1	57.1	80.4	43.7	45.3	68.6
February	62.7	66.8	76.8	39.5	42.0	77.7	54.1	56.7	63.8	43.2	45.8	72.8	36.9	39.2	66.4
March	72.0	69.6	78.2	59.0	57.7	76.9	44.4	43.9	51.7	57.1	55.3	70.9	54.6	52.8	61.4
April	84.0	83.0	76.2	91.9	89.1	75.5	77.7	74.9	57.6	82.4	80.5	72.5	83.1	81.1	63.3
May	77.7	80.0	76.2(f)	76.5	76.7	64.0	54.8	56.1	57.2	64.9	67.3	65.3	58.6	60.7	56.7
June	81.4	80.9	80.1	110.2	110.3	76.6	43.6	44.3	57.5	76.0	75.7	71.4	67.2	66.9	59.2
July	69.3	68.3	77.6	74.6	72.4	77.0	48.5	48.3	56.8(f)	58.6	57.3	70.7	49.3	48.1	56.6(f)
August	68.4	66.5	76.4	53.3	52.1	68.6(f)	47.9	47.6	48.5	51.2	50.1	68.6(f)	43.7	42.6	60.9
September	79.7	80.8	79.2	80.8	83.2	80.7	51.8	52.4	56.4	71.2	72.0	72.0	58.4	59.0	60.9
October	86.9	86.0	80.4	75.0	72.7	75.0	52.6	51.0	53.7	86.5	84.5	67.6	74.8	73.0	59.3

(a) Prior to 1936 based on sales of 16 chains.
(b) Prior to 1936 based on sales of 13 chains.
(f) Final figures.
(x) Includes men's furnishings.

INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental (36 Firms)			Drugs (24 Chains)			Furniture (26 Firms)			Groceries and Meats(b) (34 Chains)		
	A	B	C(a)	A	B	C	A	B	C	A	B	C
October, 1929	128.6	122.7	10[illegible].7	106.5	104.5	105.6	148.3	141.9	122.4	114.6	112.0	112.0
October, 1930	117.1	111.3	9[illegible].8	98.3	96.0	97.0	106.3	101.7	87.7	98.4	94.7	94.7
October, 1931	94.4	88.4	76.[illegible]	89.9	86.0	86.8	101.0	95.2	82.1	91.2	82.5	82.5
October, 1932	81.2	79.2	68.	77.6	76.3	77.1	65.5	63.3	54.6	76.6	72.7	72.7
October, 1933	81.2	80.5	70.[illegible]	68.1	68.5	69.2	63.1	62.4	55.7	71.6	72.8	72.8
October, 1934	83.9	80.4	69.9	71.8	70.8	71.5	77.3	74.0	66.1	75.3	74.4	74.4
October, 1935	87.6	83.6	72.7	74.4	72.9	73.6	89.2	85.4	76.2	77.5	75.6	75.6
October, 1936	94.7	88.7	77.2	80.7	77.0	77.8	104.2	97.4	87.0	85.8	77.6	77.6
October, 1937	94.0	91.4	79.5	84.8	82.6	83.4	103.8	100.4	89.7	93.2	86.7	86.7
October, 1938	88.4	89.3	77.7	80.3	78.9	79.7	93.1	93.3	83.3	92.8	89.6	89.6
1937												
November	91.9	91.1	79.9	76.9	78.3	7[illegible].3	93.7	92.8	9[illegible].9	84.2	85.5	86.3
December	133.7	133.5	83.4	99.5	97.1	85.2	99.1	100.5	90.5	104.8	110.8	99.8
1938												
January	56.3	57.3	78.1	76.0	74.7	77.8	54.6	56.0	84.8	79.3	82.5	85.9
February	57.8	61.5	76.9	69.7	75.6	74.9	63.3	67.4	81.1	81.2	86.3	88.0
March	66.5	63.5	75.5	79.0	77.4	76.6	66.7	63.8	73.4	89.7	87.6	91.3
April	79.6	80.5	75.9	76.9	75.8	76.6	89.5	89.6	76.6	94.9	91.6	85.6
May	73.0	74.9	73.5	74.1	74.5	77.6	96.7	99.2	78.8(f)	87.2	90.7	88.1
June	77.6	76.6	74.4	76.6	77.5	76.7	78.1	77.3	78.1	90.9	90.8	90.8
July	56.6	57.3	75.3	75.8	73.7	76.0	58.6	58.7	75.2	88.1	85.0	86.7(f)
August	62.4	59.8	74.7	76.3	75.2	76.7(f)	75.4	72.1	72.1	79.5	78.5	85.3
September	78.4	79.9	76.8(f)	78.4	79.1	80.7	85.1	84.3	70.2	88.0	88.6	88.6
October	88.4	89.3	77.7	80.3	78.9	79.7	93.1	93.3	83.3	92.8	89.6	89.6

(a) Revised from January, 1935, to allow for changes in seasonal adjustment factors.
(b) Entire series revised from January, 1935, to allow for change in method of calculation.
(f) Final figures.

INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware (94 Firms)			Music and Radio(a) (102 Firms)			Restaurants (12 Chains)			Variety (12 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C
October, 1929	137.5	130.5	113.4	209.9	199.2	138.3	116.4	114.2	114.2	125.4	122.2	116.4
October, 1930	119.7	113.6	98.8	138.7	131.6	91.4	99.5	97.3	97.3	105.4	102.4	97.5
October, 1931	86.8	82.3	71.6	98.6	93.5	66.8	81.5	78.9	78.9	107.7	98.6	93.9
October, 1932	71.4	70.4	61.2	54.6	53.8	39.9	60.3	59.4	59.4	87.1	82.4	78.5
October, 1933	70.7	69.7	60.6	42.4	41.8	31.5	54.9	54.6	54.6	80.8	81.2	77.3
October, 1934	84.7	80.4	69.9	57.5	54.6	41.4	53.2	52.2	52.2	86.3	84.4	80.4
October, 1935	86.3	81.9	71.2	66.6	63.3	48.0	54.3	53.3	53.3	90.4	88.1	88.1
October, 1936	94.6	89.4	77.8	75.1	71.4	56.6	54.6	52.9	52.9	100.7	92.2	92.2
October, 1937	96.7	95.0	82.6	73.2	72.3	57.4	56.3	55.3	55.3	102.5	96.6	96.6
October, 1938	100.7	102.8	89.4	67.8	69.5	55.2	52.4	51.6	51.6	99.0	96.2	96.2
1937												
November	83.4	81.8	81.8	71.7	70.8	56.6	55.2	55.9	58.3	94.5	95.0	94.1
December	92.1	90.5	80.8	78.1	77.1	55.9	57.3	56.1	55.0	188.2	200.4	100.2
1938												
January	51.6	52.7	95.9	47.1	48.3	61.1	50.8	50.0	53.8	60.5	62.6	99.3
February	47.7	50.7	90.5	41.0	43.8	55.5	48.8	53.0	55.3	62.6	66.7	92.6
March	63.0	59.5	85.0	48.7	46.3	57.2	54.4	53.4	55.0	70.0	68.3	86.5
April	88.6	90.5	87.0	55.6	57.0	61.3	52.4	52.5	52.0	91.0	88.4	95.1
May	111.3	113.7	83.6	62.0	63.6	55.8	52.0	51.8	51.8	86.6	89.7	89.7
June	106.9	104.9	88.2	50.9	50.2	55.2(f)	50.0	50.8	50.3	95.1	95.4	92.6
July	93.2	95.2	86.5(f)	42.1	43.2	55.4	52.9	51.9	50.4(f)	92.2	89.6	89.6
August	96.2	91.0	88.3	46.3	44.0	57.1	56.1	55.1	51.9	81.8	80.1	87.1
September	97.8	99.9	83.3	63.1	64.8	54.4	53.7	54.3	51.7	88.8	91.2	94.0(f)
October	100.7	102.8	89.4	67.8	69.5	55.2	52.4	51.6	51.6	99.0	96.2	96.2

(a) Prior to 1936 based on sales of 9 chains.
(b) Revised from January, 1935, to allow for changes in seasonal adjustment factors.
(f) Final figures.

Index Numbers of Retail Sales in the Prairie Provinces

(Average for 1936 = 100)

Year and Month	Men's Clothing(x)	Women's Clothing	Grocery & Meat	Variety
1935				
January	not available	not available	.	.
February			78.1	53.5
March			77.6	64.7
April			91.1	68.0
May			84.2	81.8
June			90.9	80.9
July			98.2	89.7
August			92.0	92.6
September			107.5	89.4
October			99.9	86.3
November			106.6	112.6
December			101.2	102.6
			100.6	182.4
1936				
January	60.0	62.6	85.3	56.2
February	52.1	55.4	89.6	61.6
March	69.9	83.6	88.4	69.5
April	101.3	129.8	90.4	86.7
May	101.1	120.5	101.3	94.9
June	92.2	101.2	101.6	97.7
July	73.8	84.7	102.3	101.1
August	70.5	66.3	109.5	94.3
September	124.1	100.4	115.3	103.5
October	175.5	144.7	113.6	122.9
November	129.3	103.9	91.6	110.7
December	150.4	146.9	110.9	200.9
1937				
January	64.4	60.3	90.0	60.5
February	55.3	59.9	87.7	67.0
March	88.4	102.4	100.3	86.0
April	105.6	121.2	111.2	89.4
May	106.3	107.9	113.6	103.7
June	98.3	104.3	115.0	105.8
July	79.0	83.9	128.0	107.2
August	64.4	66.3	116.4	87.8
September	106.7	95.3	125.7	99.2
October	143.3	133.5	124.8	115.1
November	147.0	115.1	104.4	108.2
December	150.8	145.7	127.5	193.5
1938				
January	69.9	66.5	84.3	64.6
February	53.8	59.7	91.1	66.5
March	82.0	94.0	101.8	76.5
April	107.2	137.2	108.1	98.9
May	87.3	97.2	102.6	92.1
June	99.7	105.7	113.2	101.0
July	77.9	81.1	113.8(f)	105.4
August	66.5(f)	69.7(f)	104.7	88.5
September	113.8	93.1	118.6	103.9
October	177.7	148.6	(b)	122.3(f)

b) Not available

f) Final figures

x) Includes men's furnishings.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores(x)						
October, 1936	139.5	116.1	128.6	137.1	175.5	136.0
October, 1937	143.3	123.8	135.9	150.4	143.3	131.3
October, 1938	121.3	103.5	100.4	115.3	177.7	(b)
1938						
July	82.3	95.1	87.3	79.4	77.9	83.7
August	71.9(f)	84.6	74.0	68.3	66.5	85.4
September	99.9	90.4	96.1	98.7	113.8	95.4
October	121.3	103.5	100.4	115.3	177.7	(b)
%Change, October, 1938 / October, 1937	-15.3	-16.4	-26.1	-23.3	+24.0	(b)
%Change, Jan.-Oct., 1938 / Jan.-Oct., 1937	- 8.4	- 5.7	-11.5	-10.6	+ 2.6	(b)
Women's Clothing Stores						
October, 1936	132.9	127.4	130.1	134.8	144.7	117.4
October, 1937	137.9	137.4	134.7	144.6	133.5	120.9
October, 1938	124.1	120.9	119.5	120.8	148.6	112.1
1938						
July	81.8(f)	97.4	82.1	78.1	81.1	87.3
August	72.5	94.1	69.4	66.3	69.7	92.8
September	96.9	100.2	92.2	97.2	93.1	101.0
October	124.1	120.9	119.5	120.8	148.6	112.1
%Change, October, 1938 / October, 1937	-10.0	-12.0	-11.3	-16.5	+11.3	- 7.3
%Change, Jan.-Oct., 1938 / Jan.-Oct., 1937	- 4.1	+ 2.0	- 7.0	- 6.1	+ 1.9	- 3.1
Grocery and Meat Stores						
October, 1935	97.7	(a)	99.6	94.7	106.6	96.8
October, 1936	108.2	(a)	105.1	108.8	113.6	104.5
October, 1937	117.6	(a)	111.6	117.8	124.8	120.6
October, 1938	117.0	(a)	118.6	116.4	(b)	(b)
1938						
July	111.1	(a)	105.3	112.8	113.8	106.5
August	100.2	(a)	94.4	100.3	104.7	103.7
September	110.9	(a)	109.4	111.1	118.6	101.0
October	117.0	(a)	118.6	116.4	(b)	(b)
%Change, October, 1938 / October, 1937	- 0.5	(a)	+ 6.3	- 1.2	(b)	(b)
%Change, Jan.-Oct., 1938 / Jan.-Oct., 1937	+ 2.3	(a)	+ 6.0	+ 4.0	(b)	(b)
Variety Stores						
October, 1935	100.4	98.8	100.7	99.8	112.6	86.6
October, 1936	111.9	113.8	109.9	111.5	122.9	102.3
October, 1937	113.9	119.7	115.6	113.7	115.1	105.6
October, 1938	110.0	111.8	118.9	103.9	122.3	107.9
1938						
July	102.5	107.3	107.9	98.8	105.4	105.6
August	90.9	100.8	97.2	85.5	88.5	105.7
September	98.7(f)	100.7	104.2	94.5	103.9	106.1
October	110.0	111.8	118.9	103.9	122.3	107.9
%Change, October, 1938 / October, 1937	- 3.4	- 6.6	+ 2.9	- 8.6	+ 6.3	+ 2.2
%Change, Jan.-Oct., 1938 / Jan.-Oct., 1937	- 4.1	- 5.7	- 1.7	- 6.5	- 0.2	+ 1.5

(a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations.
(b) Not available.
(f) Final figures.
(x) Includes men's furnishings.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES-(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
October, 1935	116.3	111.5	104.2	107.8	138.4	112.5
October, 1936	126.1	116.5	118.0	118.0	146.8	121.0
October, 1937	125.2	123.0	124.1	123.7	130.5	121.2
October, 1938	117.7	103.0	116.3	108.9	134.2	117.1
1938						
July	75.4	81.9	73.5	71.3	73.5	90.4
August	83.1	83.5	87.5	79.1	78.2	99.1
September	104.4(f)	92.1	113.2	107.5	97.8	104.0
October	117.7	103.0	116.3	108.9	134.2	117.1
% Change, October, 1938 / October, 1937	- 6.0	-16.3	- 6.3	-12.0	+ 2.8	- 3.4
% Change, Jan.-Oct., 1938 / Jan.-Oct., 1937	- 4.2	- 9.6	- 1.3	- 4.8	- 4.0	- 4.1
Hardware Stores						
October, 1936	124.2	115.6	109.4	124.1	135.9	126.2
October, 1937	127.0	153.6	131.2	118.5	124.5	140.2
October, 1938	132.2	146.9	146.5	116.3	137.1	129.0
1938						
May	146.2	151.0	179.5	152.8	119.0	123.9
June	140.3	156.1	161.4	145.7	120.4	117.6
July	122.4(f)	138.3	148.5	123.9	101.8	105.7
August	126.3	131.6	161.7	112.1	120.2	109.6
September	128.5	133.2	146.6	119.4	128.0	118.3
October	132.2	146.9	146.5	116.3	137.1	129.0
% Change, October, 1938 / October, 1937	+ 4.1	- 4.4	+11.7	- 1.9	+10.1	- 8.0
% Change, Jan.-Oct., 1938 / Jan.-Oct., 1937	+ 1.3	+ 0.2	+ 5.5	+ 2.1	(a)	-11.7
Music and Radio Stores						
October, 1936	138.5	158.1	131.8	133.0	159.1	143.8
October, 1937	135.1	144.5	154.0	126.9	144.4	110.0
October, 1938	125.0	132.1	128.8	119.9	143.6	120.0
1938						
July	77.7	64.0	74.2	79.1	80.5	81.5
August	85.4(f)	57.2	81.6	88.5	92.9	78.9
September	116.5	80.2	124.2	117.4	115.6	104.3
October	125.0	132.1	128.8	119.9	143.6	120.0
Change, October, 1938 / October, 1937	- 7.4	- 8.6	-16.4	- 5.5	- 0.6	+ 9.1
Change, Jan.-Oct., 1938 / Jan.-Oct., 1937	- 7.2	-10.6	-10.8	- 6.4	- 3.2	- 4.5

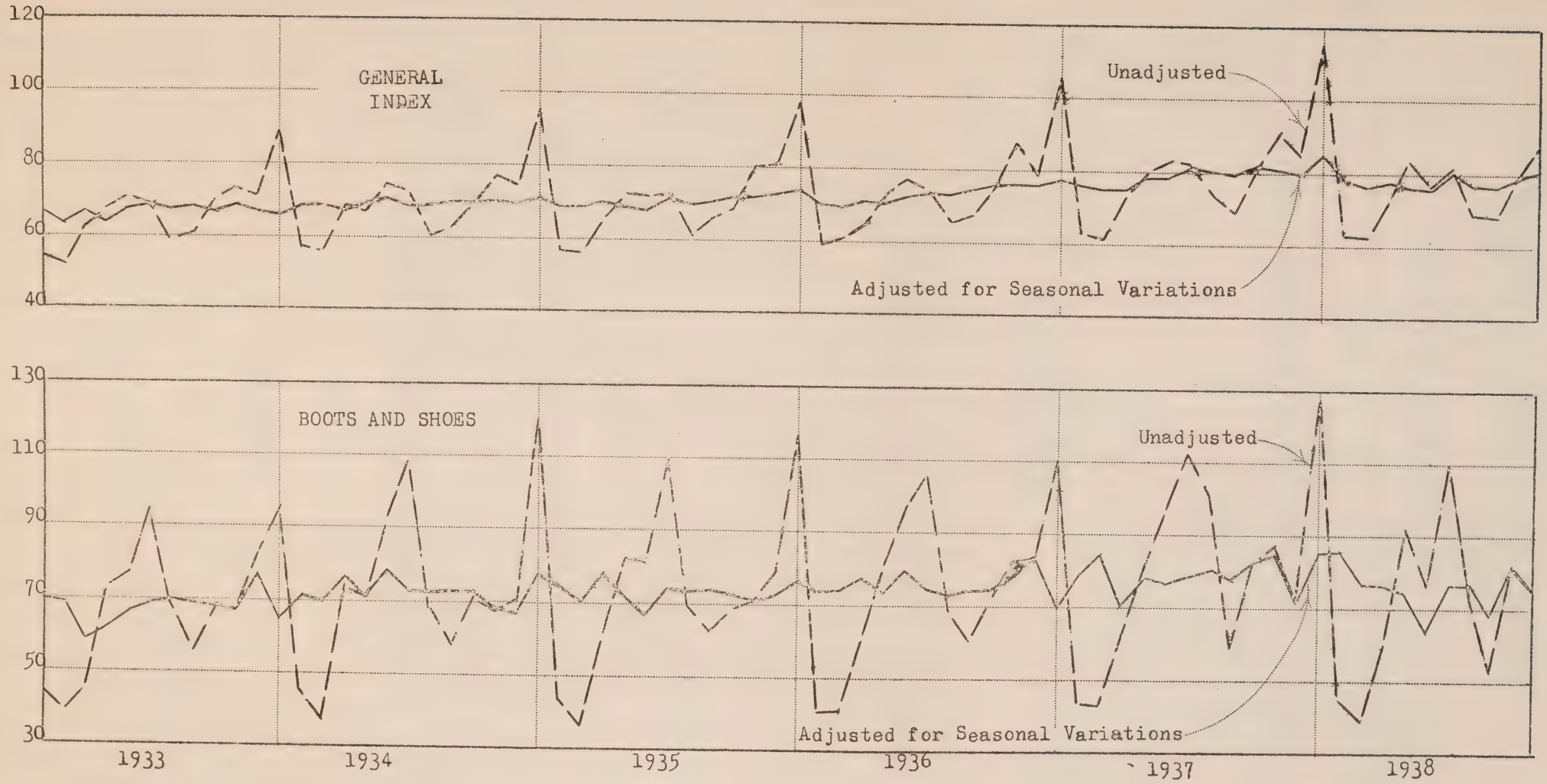
a) Unchanged.
f) Final figures.

DEPARTMENTAL STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
OCTOBER, 1937, AND OCTOBER, 1938

(Based on sales of 19 firms)

	October 1937 $	October 1938 $	% Change, 1938/37
TOTAL SALES, ALL DEPARTMENTS	22,791,517	21,130,697	- 7.3
1. Women's dresses, coats and suits	2,534,992	2,264,435	- 10.7
2. Girls' and infants' wear	982,238	884,337	- 10.0
3. Hosiery and gloves	1,085,213	1,007,099	- 7.2
4. Lingerie and corsets	986,686	911,268	- 7.6
5. Millinery	365,768	345,399	- 5.6
6. Women's and children's apparel - (Total, 1-5)	5,954,897	5,412,538	- 9.1
7. Men's and boys' clothing and furnishings ...	3,303,747	2,849,805	- 13.7
8. Drugs and toilet articles and preparations .	525,632	516,183	- 1.8
9. Piece goods	1,766,209	1,618,754	- 8.3
10. Smallwares	725,674	719,002	- 0.9
11. Food and kindred products	1,873,949	1,784,502	- 4.8
12. Furniture (including mattresses, springs) ...	1,077,098	1,097,635	+ 1.[illegible]
13. Home furnishings	1,650,168	1,484,879	- 10.0
14. Household appliances and electrical supplies.	601,570	619,492	+ 3.0
15. Hardware and kitchen utensils	647,239	605,317	- 6.5
16. Radios, musical instruments and supplies	441,765	399,205	- 9.6
17. Shoes and other footwear	1,704,113	1,601,655	- 6.0
18. Stationery, books and magazines	301,800	279,697	- 7.3
19. All other departments, total	2,217,656	2,142,033	- 3.4

INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)



CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 8 No. 11

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IN

CANADA

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OTTAWA, CANADA

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MONTHLY INDEXES OF RETAIL SALES IN CANADA, NOVEMBER, 1938

Retail sales in Canada during November, as reflected in the composite igures for twelve lines of retail trade, declined 2 per cent below October, but were ractically on a par with sales in November, 1937. The unadjusted indexes (on the base 930 = 100) were 84.5 for November, 1938, 85.9 for October, 1938, and 84.6 for Novemer last year. The decline from October, was less pronounced than usual, while the omparison with November, 1937, is more favourable than any corresponding-month comparison since last February. Sales to the end of November, 1938, were 2 per cent lower han sales in the same period of 1937.

After making adjustments for differences in number of business days and or normal seasonal variations, November became the third consecutive month to show improvement over the preceding month. The adjusted index of 79.7 for November, 1938, ompares with 79.5 for October, 79.3 for September and 76.4 for August. The adjusted ndex of 79.9 for November, 1937, was only slightly higher than that for November of his year.

Increases over November, 1937, occurred in four of the twelve groups overed in this report. Hardware store sales gained 8 per cent; drug and grocery and eat stores advanced 4 per cent; while boot and shoe stores averaged 1 per cent higher. Department and variety stores were each down 2 per cent. Men's clothing and women's cothing store sales declined 7 and 1 per cent respectively. Restaurant receipts dropped 7 per cent and candy store sales, 13 per cent. In the household group, furniture stores were 13 per cent lower and music and radio stores were down 16 per cent.

Compared with the 2 per cent decline in department store sales in Canada fom November, 1937, the following results were recorded by the various economic divisins; increases of 1 per cent in Quebec and in the Prairie Provinces; decreases of 2 pr cent in Ontario; 7 per cent in British Columbia and 9 per cent in the Maritime Provnces. For various other lines of retail trade summarized in this report on a regiona basis, only the Prairie Provinces recorded increased sales over November, 1937, with ay measure of consistency. However, in most sections, and particularly in Ontario and Qebec, comparisons with November, 1937, reflected less serious declines than those for te eleven-month period over the corresponding period of 1937.

The summary of department store sales by departments shows a decrease fom November, 1937, of 5 per cent for all departments, with declines predominating troughout the various sub-groups. Minor increases were recorded in sales of music and fotwear. Women's and children's apparel declined 1 per cent, while men's clothing was 6 per cent lower. Hardware sales were down 6 per cent; household appliances, 7 per cnt; furniture, 8 per cent; and home furnishings, 11 per cent. The drug and food departments each registered losses of 8 per cent. Books and smallwares were each down 4 pr cent.

Comparison of Retail Sales in Canada, for 1937 and 1938 by Kinds of Business

Kind of Business	November, 1938 + or - p.c. compared with			Cumulative Indexes
	November 1930	November 1937	October 1938	11 mos. 1938 / 11 mos. 1937
General Index	- 14.3	- 0.1	- 1.7	- 2.1
Boots and Shoes	- 26.9	+ 1.0	- 4.6	- 5.5
Candy	- 47.0	- 12.6	- 18.7	- 7.2
Men's Clothing	- 11.6	- 6.8	+ 0.1	- 8.3
Women's Clothing	- 20.4	- 0.9	- 8.4	- 3.7
Departmental	- 12.8	- 1.6	+ 2.8	- 3.9
Drugs	- 14.3	+ 4.2	- 1.2	- 2.6
Furniture	- 20.5	- 12.8	- 12.3	- 13.3
Groceries and Meats	- 8.1	+ 4.0	- 2.7	+ 2.2
Hardware	- 9.5	+ 7.6	- 10.5	+ 1.8
Music and Radio	- 55.9	- 15.6	- 11.2	- 8.1
Restaurants	- 41.4	- 7.2	- 2.1	- 5.6
Variety	- 9.2	- 2.3	- 6.6	- 3.9

INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index (961 Firms)			Boots and Shoes (17 Chains)			Candy (8 Chains)			Men's Clothing(a)(x) (355 Firms)			Women's Clothing(b) (234 Firms)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
November, 1929 ...	119.7	114.8	108.3	128.6	121.1	110.1	110.7	106.8	124.2	152.2	143.3	114.7	106.3	100.0	107.5
November, 1930 ...	98.6	98.0	92.5	100.0	97.0	88.2	81.1	80.9	94.1	97.3	95.1	76.1	85.9	83.9	90.2
November, 1931 ...	86.9	89.7	84.7	85.7	88.1	80.1	67.4	71.0	82.6	79.9	82.9	66.3	72.9	75.4	81.1
November, 1932 ...	73.1	73.0	68.9	84.2	84.9	77.8	49.8	50.8	59.1	72.4	72.4	57.9	57.5	57.5	61.8
November, 1933 ...	71.4	71.0	67.0	82.9	82.9	77.5	49.9	50.7	58.9	76.9	76.6	61.3	54.4	54.2	58.2
November, 1934 ...	74.9	74.1	69.9	70.5	70.2	66.9	49.2	49.8	57.9	86.0	85.0	68.0	60.6	59.8	64.3
November, 1935 ...	81.5	78.1	73.6	79.6	74.9	72.7	52.3	50.4	58.6	94.1	88.6	69.2	62.9	59.1	63.5
November, 1936 ...	78.5	81.0	76.4	83.9	86.3	84.6	46.9	49.5	57.5	89.9	93.2	75.7	64.4	66.7	60.1
November, 1937 ...	84.6	84.7	79.9	72.4	72.8	71.3	49.2	50.4	58.5	92.3	93.0	75.6	69.0	69.4	62.5
November, 1938 ...	84.5	84.5	79.7	73.1	73.7	72.3	43.0	43.9	51.1	86.0	86.0	69.9	68.4	68.3	61.5
1937															
December	115.0	117.5	85.8	129.2	137.3	85.8	113.1	120.6	64.8	124.6	129.7	78.1	94.3	98.0	63.2
1938															
January	62.7	64.5	78.6	45.3	46.6	86.2	40.9	39.7	53.0	55.1	57.1	80.4	43.7	45.3	68.6
February	62.7	66.8	76.8	39.5	42.0	77.7	54.1	58.7	63.8	43.2	45.8	72.8	36.9	39.2	66.4
March	72.0	69.6	78.2	59.0	57.7	76.9	44.4	43.9	51.7	57.1	55.3	70.9	54.6	52.8	61.4
April	84.0	83.0	76.2	91.9	89.1	75.5	77.7	74.9	57.6	82.4	80.5	72.5	83.1	81.1	63.3
May	77.7	80.0	76.2(f)	76.5	78.7	64.0	54.8	56.1	57.2	64.9	67.3	65.3	58.6	60.7	56.7
June	81.4	80.9	80.1	110.2	110.3	76.6	43.6	44.3	57.5	76.0	75.7	71.4	67.2	66.9	59.2
July	69.3	68.3	77.6	74.6	72.4	77.0	48.5	46.7	54.9	58.6	57.3	70.7	49.3	48.1	56.6(f)
August	68.4	66.5	76.4	53.3	52.1	68.6	47.9	47.5	48.5	51.2	50.1	68.6	43.7	42.6	60.9
September	79.7	80.8	79.3	80.4	82.8	80.3	51.8	52.4	56.3	71.0	71.8	71.8(f)	58.6	59.2	61.0
October	85.9	85.0	79.5	76.6	74.3	76.6(f)	52.9	51.3	54.0(f)	85.9	84.0	67.2	74.7	72.9	59.3
November	84.5	84.5	79.7	73.1	73.7	72.3	43.0	43.9	51.1	86.0	86.0	69.9	68.4	68.3	61.5

(a) Prior to 1936 based on sales of 16 chains.
(b) Prior to 1936 based on sales of 13 chains.
(f) Final figures.
(x) Includes men's furnishings.

INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental (36 Firms)			Drugs (24 Chains)			Furniture (26 Firms)			Groceries and Meats(b) (34 Chains)		
	A	B	C(a)	A	B	C	A	B	C	A	B	C
November, 1929	123.2	119.8	105.1	105.7	104.3	104.3	147.6	142.9	126.5	111.5	103.8	104.8
November, 1930	103.7	104.8	92.0	93.5	94.4	94.4	102.8	103.0	91.2	95.3	92.1	93.1
November, 1931	94.0	96.5	84.7	88.1	91.7	91.7	91.7	94.0	83.2	82.7	86.1	87.0
November, 1932	78.9	78.2	68.6	74.0	74.9	74.9	54.9	54.4	50.8	74.2	74.8	75.5
November, 1933	77.7	76.7	67.2	70.1	71.0	71.0	57.8	57.2	56.1	71.7	71.7	72.4
November, 1934	83.1	81.7	71.7	71.5	72.2	72.2	70.6	69.9	69.2	71.7	70.8	71.6
November, 1935	88.5	86.0	75.4	76.8	75.7	75.7	77.9	75.1	74.4	82.1	76.3	77.1
November, 1936	85.0	87.3	76.6	73.5	76.5	76.5	84.6	86.8	85.9	75.5	78.6	79.4
November, 1937	91.9	91.1	79.9	76.9	78.3	78.3	93.7	92.8	91.9	84.2	85.5	86.3
November, 1938	90.4	89.6	78.6	80.1	81.0	81.0	81.7	80.9	80.1	87.6	88.3	89.2
1937												
December	133.7	133.5	83.4	99.5	97.1	85.2	99.1	100.5	90.5	104.8	110.8	99.8
1938												
January	56.3	57.8	78.1	76.0	74.7	77.8	54.6	56.0	84.8	79.3	82.5	85.9
February	57.8	61.5	76.9	69.7	75.6	74.9	63.3	67.4	81.1	81.2	86.3	88.0
March	66.5	63.5	75.5	79.0	77.4	76.6	66.7	63.8	73.4	89.7	87.6	91.3
April	79.6	80.5	75.9	76.9	75.8	76.6	89.5	89.6	76.6	94.9	91.6	85.6
May	73.0	74.9	73.5	74.1	74.5	77.6	96.7	99.2	78.8(f)	87.2	90.7	88.1
June	77.6	76.6	74.4	76.6	77.5	76.7	78.1	77.3	78.1	90.9	90.8	90.8
July	56.6	57.3	75.3	75.8	73.7	76.0	58.6	58.7	75.2	88.1	85.0	86.7(f)
August	62.4	59.8	74.7	76.3	75.2	76.7	75.4	72.1	72.1	79.5	78.5	85.3
September	78.4	79.9	76.8(f)	78.1	78.7	80.3(f)	85.2	87.4	72.8	88.0	88.6	88.6
October	87.9	88.9	77.3	81.1	79.7	80.5	93.2	93.4	83.4	90.0	86.9	86.9
November	90.4	89.6	78.6	80.1	81.0	81.0	81.7	80.9	80.1	87.6	88.3	89.2

(a) Revised from January, 1935, to allow for changes in seasonal adjustment factors.
(b) Entire series revised from January, 1935, to allow for change in method of calculation.
(f) Final figures.

INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware (94 Firms)			Music and Radio(a) (102 Firms)			Restaurants (12 Chains)			Variety (12 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C
November, 1929	123.0	121.2	121.2	189.7	186.9	121.3	102.7	102.8	107.0	118.9	112.0	110.9
November, 1930	99.1	101.5	101.5	137.1	140.4	91.2	87.4	88.9	92.6	101.6	98.7	97.7
November, 1931	79.9	81.8	81.8	103.9	106.4	69.1	71.7	73.6	76.7	94.5	97.7	96.8
November, 1932	57.4	56.5	56.5	58.0	57.1	37.8	55.8	56.6	59.0	78.7	79.1	78.3
November, 1933	57.2	56.4	56.4	49.7	49.0	34.3	51.9	52.6	54.8	77.2	77.3	76.5
November, 1934	72.0	70.9	70.9	59.6	58.8	41.7	51.2	51.8	53.9	83.9	83.7	82.9
November, 1935	72.4	71.4	71.4	66.0	65.1	46.2	52.5	52.6	54.7	91.3	86.1	85.2
November, 1936	79.2	80.9	80.9	70.3	72.2	57.8	52.9	54.3	56.6	90.5	93.7	92.7
November, 1937	83.4	81.8	81.8	71.7	70.8	56.6	55.2	55.9	58.3	94.5	95.0	94.1
November, 1938	89.7	88.1	88.1	60.5	59.7	47.8	51.2	51.9	54.1	92.3	92.9	92.0
1937												
December	92.1	90.5	80.8	78.1	77.1	55.9	57.3	56.1	55.0	188.2	200.4	100.2
1938												
January	51.6	52.7	95.9	47.1	48.3	61.1	50.8	50.0	53.8	60.5	62.6	99.3
February	47.7	50.7	90.5	41.0	43.8	55.5	48.8	53.0	55.3	62.6	66.7	92.6
March	63.0	59.5	85.0	48.7	46.3	57.2	54.4	53.4	55.0	70.0	68.3	86.5
April	88.6	90.5	87.0	55.6	57.0	61.3	52.4	52.5	52.0	91.0	88.4	95.1
May	111.3	113.7	83.6	62.0	63.6	55.8	52.0	51.8	51.8	86.6	89.7	89.7
June	106.9	104.9	88.2	50.9	50.2	55.2	50.0	50.8	50.3	95.1	95.4	92.6
July	93.2	95.2	86.5(f)	42.1	43.2	55.4	52.9	51.9	50.4	92.2	89.6	89.6
August	96.2	90.9	88.3	46.3	44.0	57.1	55.7	54.7	51.6(f)	81.8	80.1	87.1
September	97.8	99.8	83.2	63.1	64.8	54.4(f)	53.3	53.8	51.3	88.8	91.2	94.0
October	100.2	102.3	89.0	68.1	69.9	55.4	52.3	51.5	51.5	98.8	96.0	96.0(f)
November	89.7	88.1	88.1	60.5	59.7	47.8	51.2	51.9	54.1	92.3	92.9	92.0

(a) Prior to 1936 based on sales of 9 chains.
(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores(x)						
November, 1936	126.1	116.2	123.5	129.8	129.3	112.2
November, 1937	129.5	119.8	121.0	130.5	147.0	122.7
November, 1938	120.6	111.3	109.7	117.8	152.7	109.2
1938						
August	71.9	84.6	74.0	68.3	66.5	85.4
September	99.6(f)	90.4	97.0	98.1	114.5	94.1
October	120.6	103.0	102.5	114.5	175.9	114.3
November	120.6	111.3	109.7	117.8	152.7	109.2
% Change, November, 1938 ... / November, 1937	- 6.8	- 7.1	- 9.3	- 9.7	+ 3.9	-11.0
% Change, Jan.-Nov., 1938 .. / Jan.-Nov., 1937	- 8.3	- 5.9	-11.1	-10.6	+ 2.7	- 9.8
Women's Clothing Stores						
November, 1936	106.8	109.0	100.8	112.1	103.9	100.0
November, 1937	114.4	122.2	104.8	120.1	115.1	102.8
November, 1938	113.5	121.4	(b)	111.5	125.8	104.1
1938						
August	72.5	94.1	69.4	66.3	69.7	92.8
September	97.2	99.1	93.0	97.7	93.4	100.8
October	124.0	122.4	119.5	118.5	145.0	117.7
November	113.5	121.4	(b)	111.5	125.8	104.1
% Change, November, 1938 ... / November, 1937	- 0.9	- 0.7	(b)	- 7.2	+ 9.3	+ 1.3
% Change, Jan.-Nov., 1938 .. / Jan.-Nov., 1937	- 3.7	+ 1.8	(b)	- 6.4	+ 2.4	- 2.2
Grocery and Meat Stores						
November, 1935	103.5	(a)	108.0	102.5	101.2	101.8
November, 1936	95.3	(a)	93.4	96.0	91.6	102.9
November, 1937	106.2	(a)	101.3	108.0	104.4	110.5
November, 1938	110.5	(a)	116.2	112.7	93.4	(b)
1938						
July	111.1	(a)	105.3	112.8	113.8	106.5
August	100.2	(a)	94.4	100.3	104.7	103.7
September	110.9	(a)	109.4	111.1	118.6	101.0
October	113.5	(a)	118.7	115.7	105.9	99.8
November	110.5	(a)	116.2	112.7	93.4	(b)
% Change, November, 1938 ... / November, 1937	+ 4.0	(a)	+14.7	+ 4.4	-10.5	(b)
% Change, Jan.-Nov., 1938 .. / Jan.-Nov., 1937	+ 2.2	(a)	+ 6.8	+ 4.0	- 6.5	(b)
Variety Stores						
November, 1935	101.4	99.1	98.7	104.7	102.6	94.2
November, 1936	100.6	101.5	96.3	100.4	110.7	100.0
November, 1937	105.0	113.0	101.3	105.0	108.2	105.6
November, 1938	102.6	103.4	107.0	99.5	107.8	108.2
1938						
August	90.9	100.8	97.2	85.5	88.5	105.7
September	98.7	100.7	104.2	94.5	103.9	106.1
October	109.8(f)	111.6	118.9	103.6	122.3	107.9
November	102.6	103.4	107.0	99.5	107.8	108.2
Change, November, 1938 ... / November, 1937	- 2.3	- 8.5	+ 5.6	- 5.2	- 0.4	+ 2.5
Change, Jan.-Nov., 1938 .. / Jan.-Nov., 1937	- 3.9	- 6.0	- 1.1	- 6.4	- 0.2	+ 1.6

(a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations. (b) Not available. (f) Final figures. (x) Includes men's furnishings.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
November, 1935	117.7	114.8	106.4	116.1	132.2	107.7
November, 1936	114.2	114.3	111.5	119.0	114.2	103.5
November, 1937	122.3	119.8	119.7	120.7	129.6	116.4
November, 1938	120.3	108.5	120.4	118.5	131.4	108.4
1938						
August	83.1	83.5	87.5	79.1	78.2	99.1
September	104.4(f)	92.1	113.2	107.5	97.8	104.0
October	117.1	102.9	116.5	109.1	131.9	117.0
November	120.3	108.5	120.4	118.5	131.4	108.4
% Change, November, 1938 ... / November, 1937	- 1.6	- 9.4	+ 0.6	- 1.8	+ 1.4	- 6.9
% Change, Jan.-Nov., 1938 .. / Jan.-Nov., 1937	- 3.9	- 9.6	- 1.1	- 4.4	- 3.6	- 4.4
Hardware Stores						
ovember, 1936	104.0	113.6	97.4	100.1	108.0	115.5
ovember, 1937	109.5	134.5	110.5	99.3	110.8	124.7
ovember, 1938	117.8	130.5	137.2	101.6	121.2	116.5
938						
August	126.3	131.6	161.7	112.4	120.2	109.6
September	128.4	133.2	146.6	119.3	128.0	118.3
October	131.6	146.9	146.0	115.6	137.5	129.5
November	117.8	130.5	137.2	101.6	121.2	116.5
% Change, November, 1938 ... / November, 1937	+ 7.6	- 3.0	+24.2	+ 2.3	+ 9.4	- 6.6
% Change, Jan.-Nov., 1938 .. / Jan.-Nov., 1937	+ 1.8	- 0.1	+ 7.0	+ 2.1	+ 1.0	-11.2
Music and Radio Stores						
vember, 1936	129.7	(c)	130.2	123.8	149.9	121.9
vember, 1937	132.4	(c)	150.3	131.0	121.9	111.3
vember, 1938	111.7	(c)	116.4	107.5	120.7	107.7
38						
August	85.4	(c)	81.6	88.5	92.9	78.9
September	116.5(f)	(c)	124.2	117.4	115.5	104.3
October	125.6	(c)	128.7	122.3	140.0	117.5
November	111.7	(c)	116.4	107.5	120.7	107.7
% Change, November, 1938 ... / November, 1937	-15.6	(c)	-22.6	-17.9	- 1.0	- 3.2
% Change, Jan.-Nov., 1938 .. / Jan.-Nov., 1937	- 8.1	(c)	-12.2	- 7.4	- 3.3	- 4.6

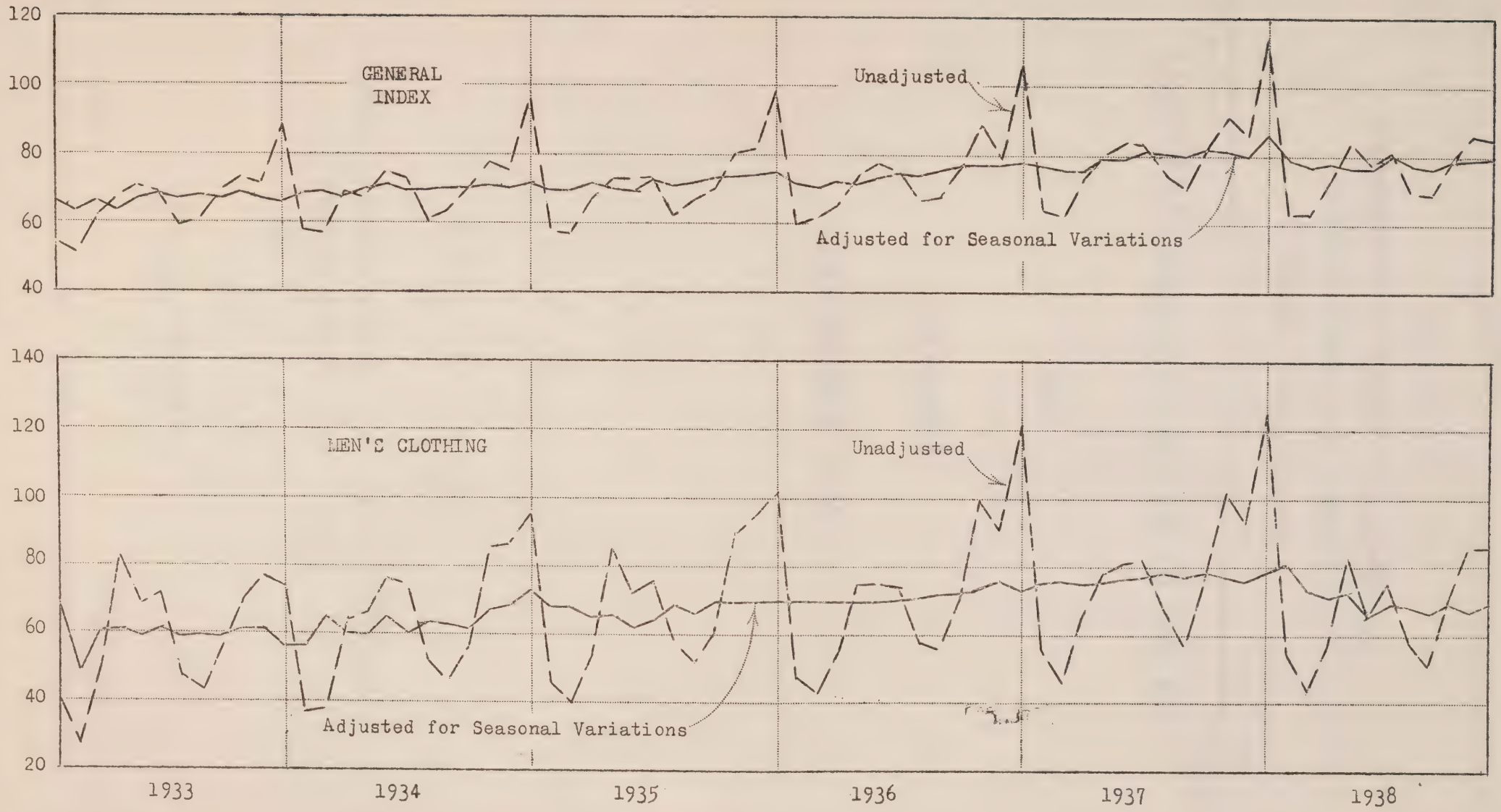
Discontinued.
Final figures.

DEPARTMENTAL STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
NOVEMBER, 1937, AND NOVEMBER, 1938

(Based on sales of 19 firms)

	November 1937	November 1938	% Change, 1938/37
	$	$	
TOTAL SALES, ALL DEPARTMENTS	22,145,580	21,027,454	- 5.0
1. Women's dresses, coats and suits	2,084,759	2,108,052	+ 1.1
2. Girls' and infants' wear	790,784	816,353	+ 3.2
3. Hosiery and gloves	1,120,916	1,073,021	- 4.3
4. Lingerie and corsets	1,013,875	969,158	- 4.4
5. Millinery	255,001	252,693	- 0.9
6. Women's and children's apparel - (Total, 1-5)	5,265,335	5,219,277	- 0.9
7. Men's and boys' clothing and furnishings	3,125,236	2,924,051	- 6.4
8. Drugs and toilet articles and preparations ..	596,884	550,618	- 7.8
9. Piece goods	1,686,137	1,515,261	- 10.1
10. Smallwares	884,125	847,166	- 4.2
11. Food and kindred products	1,894,054	1,743,994	- 7.9
12. Furniture (including mattresses, springs) ...	938,336	867,473	- 7.6
13. Home furnishings	1,414,596	1,266,117	- 10.5
14. Household appliances and electrical supplies.	555,856	517,354	- 6.9
15. Hardware and kitchen utensils	565,273	530,882	- 6.1
16. Radios, musical instruments and supplies	376,353	388,895	+ 3.3
17. Shoes and other footwear	1,759,871	1,765,070	+ 0.3
18. Stationery, books and magazines	455,565	439,535	- 3.5
19. All other departments, total	2,627,959	2,451,761	- 6.7

INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)



CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 8 No. 12

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

DECEMBER 1938

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OTTAWA, CANADA

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MONTHLY INDEXES OF RETAIL SALES IN CANADA, DECEMBER, 1938

Dollar value of retail sales for stores dealing in foods, clothing and household requirements averaged 36 per cent higher in December than in November and stood within one per cent of the amount recorded for December, 1937. After making allowance for differences in number of business days in various months the gain from November was about on a par with the normal seasonal expansion for this time of year and reflects the impetus given to retail purchasing by the Christmas trade. The only slightly unfavorable comparison with December, 1937 must be attributed in part to the fact that there was one more Saturday for shopping before Christmas in December, 1938 than in the preceding year. Average daily sales, in the calculation of which account is taken not only of the number of business days but also of the relative sales importance of different days of the week, averaged 8 per cent lower in December, 1938 than in the corresponding month of the previous year. This decline is partly the result of the somewhat lower level of consumer purchasing evident in 1938, partly a reflection of the exceptionally brisk Christmas trade in December, 1937, with which the comparison is made and is to some extent the result of declines in the shoe and clothing trades due to the unseasonable weather which extended into the month of December, 1938. The general index of retail sales, unadjusted for number of business days or for seasonal variations stands at 114.0 for December, 1938, 84.1 for November and 115.0 for December, 1937.

Retail trade in Canada for the year 1938 was maintained at a level only slightly below that of 1937. Following the high peak in December, 1937 there was a falling off in sales until the months of April and May when the seasonally adjusted composite index for the 12 lines of business included in the survey stood four per cent below the 1937 average. Substantial improvement in June was followed by a drop in July and August. A gain in September has been maintained, the general index adjusted for seasonal variations moving horizontally until the end of the year with the result that dollar sales for the twelve lines of business included in the index stand only 2 per cent below the 1937 average.

The substantial weight given to food stores in the index and the omission of motor vehicle sales from this series combine to give the general index for the twelve lines of business a favorable bias. When data for country general stores and new motor vehicle sales are included in the calculations and weighted in proportion to their relative importance in the trade, dollar sales for 1938 stand between three and four per cent below the 1937 level.

Trends for individual lines of business reflect the effect of various factors upon different trades. Sales of furniture stores, radio and music stores and hardware stores dropped in September, anxiety over the European situation causing hesitancy in expenditures for more durable merchandise. Lateness in starting of the tourist trade is reflected in unusually low June and July restaurant business. Candy store and food store sales dipped in August when unusually warm summer weather extended the length of absence of many people from the urban centres. And no mention of weather conditions is complete without reference to the autumn months when prolongation of summer conditions was instrumental in reducing sales of shoes and clothing well below the 1937 levels. Sales of men's clothing stores for the last four months of 1938 were 9 per cent lower than for the same period in 1937; women's clothing stores were down by 4 per cent in the same comparison while shoe store sales were off by 9 per cent.

Four of the twelve groups covered by this report recorded increased sales in December, 1938 over December, 1937, but only two groups showed improvement during 1938 over the previous year. Hardware store sales were 4 per cent greater than in December, 1937, and two per cent higher for the year. Groceries and meats advanced 1 per cent over December, 1937, and 2 per cent over the previous year. Variety store sales were up 1 per cent over December, 1937, but declined 3 per cent during the year. Candy sales exceeded December, 1937, by 3 per cent but were down 5 per cent during the year. Department store sales were down 2 per cent in December and 4 per cent for the year. Declines below December, 1937, for other groups follow, with the decreases for the year 1938 shown in brackets: Men's Clothing, 7.(8); Women's Clothing, 1 (4); Boots and Shoes,

18 (7); Drugs, 1 (3); Restaurants, 6 (6); Furniture, 2 (12); Music and Radio, Unchanged (7).

While department store sales in Canada during December, 1938, declined 2 per cent below sales in the corresponding month of 1937, the following results were recorded by the various economic divisions: increases of 1 per cent in Quebec and the Prairie Provinces, and 2 per cent in British Columbia; decreases of 4 per cent in Ontario, 7 per cent in the Maritime Provinces. Department store sales during 1938 were lower for every division than in 1937. In Quebec, the decline was 1 per cent; in the Prairie Provinces, 3 per cent; in British Columbia, 4 per cent; in Ontario, 4 per cent; and in the Maritime Provinces, 9 per cent.

Results on a regional basis are shown in the attached tables for six other lines of retail business. Figures for grocery and meat stores and for variety stores are based entirely upon data submitted by chain store companies. In computing the indexes allowances are made for the opening and closing of branches so that the figures reflect the trend in a constant number of stores rather than the trend in chain store business as a whole. This factor is of considerable importance in the case of the grocery and meat group in Quebec where the closing out of some of the weaker units and their consequent removal from the calculations tend to give a favorable bias to the results shown for that province. On the other hand the 3 per cent decline between 1937 and 1938 shown in the tables for a constant number of variety stores is reversed to a gain of 2 per cent when a comparison is made of the aggregate sales of the chain store companies for the two years irrespective of the number of stores in operation in the two periods.

Total sales of 20 departmental firms reporting sales by departments declined less than 1 per cent in December below December, 1937. Minor increases were reported for women's and children's apparel, drugs, smallwares and books. Six departments, furniture, home furnishings, household appliances, hardware, music and all other departments, recorded losses of less than 1 per cent. Men's clothing and food sales were each down 1 per cent, while the most serious decline occurred in sales of footwear which fell off 6 per cent.

Comparison of department store sales by departments for the calendar years 1937 and 1938 will be shown in the January issue of this bulletin.

Comparison of Retail Sales in Canada, for 1937 and 1938 by Kinds of Business

ind of Business	December, 1938 + or - p.c. compared with			Cumulative Indexes
	December 1930	December 1937	November 1938	Year, 1938 / Year, 1937
eneral Index	- 9.7	- 0.9	+ 35.6	- 2.0
oots and Shoes	- 19.4	- 18.3	+ 40.5	- 7.0
andy	- 27.8	+ 3.4	+162.3	- 5.3
en's Clothing	+ 6.1	- 6.6	+ 35.8	- 8.1
omen's Clothing	- 37.9	- 0.7	+ 38.7	- 3.7
epartmental	- 9.2	- 1.7	+ 45.5	- 3.6
rugs	- 9.5	- 0.9	+ 25.0	- 2.5
rniture	- 14.7	- 2.1	+ 17.0	- 12.2
roceries and Meats	+ 0.7	+ 1.1	+ 23.0	+ 2.0
rdware	- 12.8	+ 4.0	+ 6.4	+ 2.0
sic and Radio	- 54.5	(a)	+ 28.9	- 7.3
staurant	- 44.0	- 6.1	+ 5.7	- 5.7
riety	+ 2.0	+ 0.8	+104.6	- 3.1

) Unchanged.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index (961 Firms)			Boots and Shoes (17 Chains)			Candy (8 Chains)			Men's Clothing(a)(x) (355 Firms)			Women's Clothing(b) (234 Firms)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
December, 1929	139.1	143.4	107.9	155.6	160.7	114.8	201.5	206.7	111.1	132.7	138.2	108.0	181.1	188.4	101.8
December, 1930	126.3	126.5	95.1	130.9	131.9	94.2	162.0	161.0	86.6	109.7	110.7	86.5	150.7	151.8	82.1
December, 1931	111.0	110.9	83.4	123.9	124.9	89.2	154.6	153.0	82.3	89.0	89.7	70.1	134.2	135.1	73.0
December, 1932	90.5	86.0	64.7	102.7	96.7	69.0	131.4	123.0	66.1	80.2	74.9	58.5	127.1	118.5	64.1
December, 1933	89.4	87.8	66.0	96.1	93.1	65.1	112.1	107.9	58.0	74.0	71.3	55.7	125.0	120.2	65.0
December, 1934	96.1	95.4	71.7	121.5	117.0	78.0	115.4	112.0	60.2	94.7	92.9	72.6	122.2	119.8	64.7
December, 1935	98.9	102.0	74.4	117.2	121.0	77.5	116.8	119.7	64.3	100.4	104.5	69.7	121.7	126.6	68.4
December, 1936	107.3	107.2	78.2	110.6	111.5	69.7	114.7	113.5	61.0	119.4	120.3	72.5	92.0	92.7	59.8
December, 1937	115.0	117.5	85.8	129.2	137.3	85.8	113.1	120.6	64.8	124.6	129.7	78.1	94.3	98.0	63.2
December, 1938	114.0	108.3	79.0	105.5	99.3	62.1	117.0	112.3	60.4	116.4	108.7	65.5	93.6	87.3	56.4
1938															
January	62.7	64.5	78.6	45.3	46.6	86.2	40.9	39.7	53.0	55.1	57.1	80.4	43.7	45.3	68.6
February	62.7	66.8	76.8	39.5	42.0	77.7	54.1	58.7	63.8	43.2	45.8	72.8	36.9	39.2	66.4
March	72.0	69.6	78.2	59.0	57.7	76.9	44.4	43.9	51.7	57.1	55.3	70.9	54.6	52.8	61.4
April	84.0	83.0	76.2	91.9	89.1	75.5	77.7	74.9	57.6	82.4	80.5	72.5	83.1	81.1	63.3
May	77.7	80.0	76.2	76.5	78.7	64.0	54.8	56.1	57.2	64.9	67.3	65.3	58.6	60.7	56.7
June	81.4	80.9	80.1	110.2	110.3	76.6	43.6	44.3	57.5	76.0	75.7	71.4	67.2	66.9	59.2
July	69.3	68.3	77.6(f)	74.6	72.4	77.0	48.5	46.7	54.9	58.6	57.3	70.7	49.3	48.1	56.6
August	68.4	66.5	76.4	53.3	52.1	68.6	47.9	47.5	48.5	51.2	50.1	68.6	43.5	42.4	60.6
September	79.7	80.9	79.3	80.4	82.8	80.3	51.8	52.4	56.3	71.0	71.8	71.8	58.1	58.8	60.6
October	85.9	85.0	79.4	76.6	74.3	76.6	52.9	51.3	54.0	85.7	83.7	67.0(f)	74.0	72.2	58.7(f)
November	84.1	84.0	79.2	75.1	75.7	74.2(f)	44.6	45.5	53.0(f)	85.7	85.7	69.7	67.5	67.4	60.7
December	114.0	108.3	79.0	105.5	99.3	62.1	117.0	112.3	60.4	116.4	108.7	65.5	93.6	87.3	56.4

(a) Prior to 1936 based on sales of 16 chains.
(b) Prior to 1936 based on sales of 13 chains.
(f) Final figures.
(x) Includes men's furnishings.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental (36 Firms)			Drugs (24 Chains)			Furniture (26 Firms)			Groceries and Meats(b) (34 Chains)		
	A	B	C (a)	A	B	C	A	B	C	A	B	C
December, 1929	154.1	158.3	104.2	116.9	117.7	103.3	141.9	145.6	115.6	114.7	119.9	112.0
December, 1930	144.7	144.0	94.7	109.0	107.6	94.4	113.7	112.6	89.4	105.3	107.5	100.4
December, 1931	128.2	127.0	83.6	102.3	100.3	88.0	98.5	97.5	78.0	92.8	94.3	88.2
December, 1932	98.8	95.6	62.9	87.8	83.9	73.6	61.8	59.8	51.1	82.1	75.6	70.6
December, 1933	102.4	103.1	67.8	82.3	80.1	70.3	63.7	63.8	56.9	78.6	74.5	69.6
December, 1934	114.3	115.5	76.0	85.4	84.0	73.6	76.4	76.6	69.0	75.3	73.0	68.2
December, 1935	116.5	119.6	74.8	87.9	88.4	77.5	81.7	84.1	75.8	80.4	84.0	75.7
December, 1936	126.8	125.7	78.6	93.6	91.6	80.4	100.4	99.4	89.5	91.0	92.4	83.2
December, 1937	133.7	133.5	82.4	99.5	97.1	85.2	99.1	100.5	90.5	104.8	110.8	99.8
December, 1938	131.4	127.3	78.6	98.6	94.1	82.6	97.0	93.9	84.6	106.0	97.5	87.8
1938												
January	56.3	57.8	78.1	76.0	74.7	77.8	54.6	56.0	84.8	79.3	82.5	85.9
February	57.8	61.5	76.9	69.7	75.6	74.9	63.3	67.4	81.1	81.2	86.3	88.0
March	66.5	63.5	75.5	79.0	77.4	76.6	66.7	63.8	73.4	89.7	87.6	91.3
April	79.6	80.5	75.9	76.9	75.8	76.6	89.5	89.6	76.6	94.9	91.6	85.6
May	73.0	74.9	73.5	74.1	74.5	77.6	96.7	99.2	78.8	87.2	90.7	88.1
June	77.6	76.6	74.4	76.6	77.5	76.7	78.0	77.2	78.0	90.9	90.8	90.8
July	56.6	57.3	75.3	75.8	73.7	76.0	58.2	58.3	74.7	88.1	85.0	86.7
August	62.4	59.8	74.7	76.3	75.2	76.7	74.8	71.6	71.6	79.6	78.6	85.5
September	78.4	79.9	76.8(f)	78.1	78.7	80.3	85.2	87.4	72.9(f)	88.2	88.8	88.8(f)
October	87.9	88.9	77.3	81.1	79.7	80.5(f)	93.8	94.0	83.9	90.0	86.9	86.9
November	90.3	89.5	78.5	78.9	79.8	79.8	82.9	82.1	81.3	86.2	86.8	87.7
December	131.4	127.3	78.6	98.6	94.1	82.6	97.0	93.9	84.6	106.0	97.5	87.8

(a) Revised from January, 1935, to allow for changes in seasonal adjustment factors.
(b) Entire series revised from January, 1935, to allow for change in method of calculation.
(f) inal figures.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware (94 Firms)			Music and Radio(a) (102 Firms)			Restaurants (12 Chains)			Variety (12 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C
December, 1929	134.7	138.0	123.2	197.8	202.7	120.0	110.1	109.4	107.3	194.2	200.8	108.5
December, 1930	109.8	108.2	96.6	171.5	168.9	100.0	96.1	94.3	92.5	186.0	187.8	101.5
December, 1931	91.7	90.4	80.7	102.8	101.3	60.7	81.6	80.0	78.5	180.4	181.4	98.1
December, 1932	59.1	58.2	52.0	61.3	60.4	37.3	62.7	60.7	59.5	147.7	138.6	74.9
December, 1933	63.1	64.7	57.7	53.8	55.1	34.9	55.0	53.9	52.9	145.2	140.5	76.0
December, 1934	77.6	79.5	71.0	67.4	69.2	43.8	53.7	52.9	51.8	159.6	155.1	83.8
December, 1935	79.6	81.5	72.8	67.7	69.5	44.0	55.7	55.4	54.3	164.0	169.7	84.9
December, 1936	86.4	84.8	75.7	81.2	80.1	58.1	59.9	58.8	57.6	183.0	184.1	92.0
December, 1937	92.1	90.5	80.8	78.1	77.1	55.9	57.3	56.1	55.0	188.2	200.4	100.2
December, 1938	95.8	94.0	84.0	78.1	77.0	55.8	53.8	52.1	51.1	189.7	178.3	89.1
1938												
January	51.6	52.7	95.9	47.1	48.3	61.1	50.8	50.0	53.8	60.5	62.6	99.3
February	47.7	50.7	90.5	41.0	43.8	55.5	48.8	53.0	55.3	62.6	66.7	92.6
March	63.0	59.5	85.0	48.7	46.3	57.2	54.4	53.4	55.0	70.0	68.3	86.5
April	88.6	90.5	87.0	55.6	57.0	61.3	52.4	52.5	52.0	91.0	88.4	95.1
May	111.3	113.7	83.6	62.0	63.6	55.8	52.0	51.8	51.8	86.6	89.7	89.7
June	106.9	104.9	88.2	50.9	50.2	55.2	50.0	50.8	50.3	95.1	95.4	92.6
July	93.2	95.2	86.5(f)	42.1	43.2	55.4	52.9	51.9	50.4	92.2	89.6	89.6
August	96.2	90.9	88.3	46.3	44.0	57.1	55.7	54.7	51.6	81.8	80.1	87.1
September	97.8	99.8	83.2	63.1	64.8	54.4	53.3	53.8	51.3	88.8	91.2	94.0
October	100.3	102.4	89.0	67.9	69.7	55.3(f)	52.2	51.4	51.4	98.8	96.0	96.0
November	90.0	88.4	88.4	60.6	59.8	47.8	50.9	51.6	53.7(f)	92.7	93.3	92.3(f)
December	95.8	94.0	84.0	78.1	77.0	55.8	53.8	52.1	51.1	189.7	178.3	89.1

(a) Prior to 1936 based on sales of 9 chains.
(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores(x)						
December, 1936	167.5	177.9	151.8	174.5	150.4	182.1
December, 1937	174.8	187.8	164.9	181.3	150.8	189.9
December, 1938	163.3	177.1	141.6	170.4	150.9	169.1
1938						
September	99.6	90.4	97.0	98.1	114.5	94.1
October	120.2(f)	103.0	104.7	113.9	173.0	114.9
November	120.3	110.8	111.4	117.8	149.9	109.9
December	163.3	177.1	141.6	170.4	150.9	169.1
% Change, December, 1938 / December, 1937	- 6.6	- 5.7	-14.1	- 6.0	+ 0.1	-11.0
% Change, Jan.-Dec., 1938 / Jan.-Dec., 1937 ...	- 8.1	- 5.9	-11.1	-10.0	+ 1.9	- 9.8
Women's Clothing Stores						
December, 1936	152.6	156.8	142.0	160.1	146.9	148.2
December, 1937	156.4	189.8	143.6	164.3	145.7	144.7
December, 1938	155.4	179.4	141.3	162.8	149.4	139.6
1938						
August	72.2	94.1	68.4	66.3	69.7	92.8
September	96.5	99.1	90.3	97.7	93.4	100.8
October	122.7(f)	122.5	114.8	118.6	145.0	118.2
November	112.0	117.1	100.2	112.8	125.4	103.3
December	155.4	179.4	141.3	162.8	149.4	139.6
% Change, December, 1938 / December, 1937	- 0.7	- 5.5	- 1.6	- 0.9	+ 2.5	- 3.5
% Change, Jan.-Dec., 1938 / Jan.-Dec., 1937 ...	- 3.7	+ 0.4	- 6.8	- 5.5	+ 2.4	- 2.4
Grocery and Meat Stores						
December, 1935	101.4	(a)	104.0	100.2	100.6	102.4
December, 1936	114.8	(a)	109.0	115.7	110.9	129.1
December, 1937	132.2	(a)	125.0	134.7	127.5	141.7
December, 1938	133.6	(a)	142.6	141.1	106.5	108.6
1938						
July	111.1	(a)	105.3	112.8	113.8	106.5
August	100.4	(a)	94.4	100.3	106.0	103.7
September	111.2(f)	(a)	109.4	111.1	120.1	101.0
October	113.5	(a)	118.7	115.7	107.2	99.8
November	108.7	(a)	116.2	112.7	94.4	92.3
December	133.6	(a)	142.6	141.1	106.5	108.6
% Change, December, 1938 / December, 1937	+ 1.1	(a)	+14.1	+ 4.8	-16.5	-23.4
% Change, Jan.-Dec., 1938 / Jan.-Dec., 1937 ...	+ 2.0	(a)	+ 7.5	+ 4.1	- 7.1	-15.5
Variety Stores						
December, 1935	182.3	190.9	166.1	186.3	182.4	192.0
December, 1936	203.3	217.8	184.9	206.3	200.9	228.8
December, 1937	209.2	242.7	194.4	211.3	193.5	234.8
December, 1938	210.9	233.3	199.1	209.0	210.7	248.2
1938						
September	98.7	100.7	104.2	94.5	103.9	106.1
October	109.8	111.6	118.9	103.6	122.3	107.9
November	103.0(f)	105.1	107.1	99.8	107.8	108.2
December	210.9	233.3	199.1	209.0	210.7	248.2
% Change, December, 1938 / December, 1937	+ 0.8	- 3.9	+ 2.4	- 1.1	+ 8.9	+ 5.7
% Change, Jan.-Dec., 1938 / Jan.-Dec., 1937 ...	- 3.1	- 5.5	- 0.5	- 5.5	+ 1.2	+ 2.3

(a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations. (f) Final figures. (x) Includes men's furnishings.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
December, 1935	155.1	163.3	154.6	162.6	147.4	146.0
December, 1936	169.9	176.6	171.6	177.5	160.6	162.0
December, 1937	178.0	186.9	189.0	185.8	161.2	172.2
December, 1938	175.0	173.7	190.4	178.1	163.0	175.3
1938						
September	104.4(f)	92.1	113.2	107.5	97.8	104.0
October	117.1	102.9	116.5	109.1	131.9	117.0
November	120.2	108.5	120.4	118.4	131.2	108.4
December	175.0	173.7	190.4	178.1	163.0	175.3
% Change, December, 1938 / December, 1937	- 1.7	- 7.1	+ 0.7	- 4.1	+ 1.1	+ 1.8
% Change, Jan.-Dec., 1938 / Jan.-Dec., 1937 ...	- 3.6	- 9.2	- 0.8	- 4.4	- 2.9	- 3.6
Hardware Stores						
December, 1936	113.4	118.7	91.0	112.3	126.2	125.0
December, 1937	121.0	145.4	109.9	114.9	128.3	128.5
December, 1938	125.8	136.3	124.1	127.0	128.4	102.2
1938						
August	126.3	131.6	161.7	112.4	120.2	109.6
September	128.4	133.2	146.6	119.3	128.0	118.3
October	131.7	146.9	146.4	115.6	137.7	129.5
November	118.2	129.6	136.3	102.4	123.0	115.7
December	125.8	136.3	124.1	127.0	128.4	102.2
% Change, December, 1938 / December, 1937	+ 4.0	- 6.3	+12.9	+10.5	+ 0.1	-20.5
% Change, Jan.-Dec., 1938 / Jan.-Dec., 1937 ...	+ 2.0	- 0.8	+ 7.4	+ 2.9	+ 1.1	-12.1
Music and Radio Stores						
December, 1936	149.8	(c)	158.4	149.7	133.2	153.1
December, 1937	144.1	(c)	162.8	140.3	116.5	150.6
December, 1938	144.0	(c)	155.9	144.0	118.8	144.4
1938						
September	116.5	(c)	124.2	117.4	115.5	104.3
October	125.3(f)	(c)	128.7	122.0	136.7	118.2
November	111.8	(c)	114.7	108.9	120.7	106.7
December	144.0	(c)	155.9	144.0	118.8	144.4
% Change, December, 1938 / December, 1937	- 0.1	(c)	- 4.2	+ 2.6	+ 2.0	- 4.1
Change, Jan.-Dec., 1938 / Jan.-Dec., 1937 ...	- 7.3	(c)	-11.4	- 6.3	- 3.0	- 4.5

(c) Discontinued.
(f) Final figures.

DEPARTMENTAL STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
NOVEMBER, 1937, AND NOVEMBER, 1938 - REVISED

(Based on sales of 19 firms)

	November 1937	November 1938	% Change, 1938/37
	$	$	
TOTAL SALES, ALL DEPARTMENTS	22,145,580	21,768,362	- 1.7
1. Women's dresses, coats and suits	2,084,759	2,172,478	+ 4.2
2. Girls' and infants' wear	790,784	852,021	+ 7.7
3. Hosiery and gloves	1,120,916	1,114,581	- 0.6
4. Lingerie and corsets	1,013,875	1,002,265	- 1.1
5. Millinery	255,001	260,923	+ 2.3
6. Women's and children's apparel - (Total, 1-5).	5,265,335	5,402,268	+ 2.6
7. Men's and boys' clothing and furnishings	3,125,236	3,046,437	- 2.5
8. Drugs and toilet articles and preparations ...	596,884	575,091	- 3.7
9. Piece goods	1,686,137	1,579,338	- 6.3
10. Smallwares	884,125	876,699	- 0.8
11. Food and kindred products	1,894,054	1,815,444	- 4.2
12. Furniture (including mattresses, springs)	938,336	886,539	- 5.5
13. Home furnishings	1,414,596	1,297,877	- 8.3
14. Household appliances and electrical supplies..	555,856	533,814	- 4.0
15. Hardware and kitchen utensils	565,273	543,169	- 3.9
16. Radios, musical instruments and supplies	376,353	403,808	+ 7.3
17. Shoes and other footwear	1,759,871	1,828,538	+ 3.9
18. Stationery, books and magazines	455,565	448,325	- 1.6
19. All other departments, total	2,627,959	2,531,015	- 3.7

gures for November, 1938 and percentage changes from November, 1937 have been altered om those previously published to provide for revisions in sales reported to the Bureau.

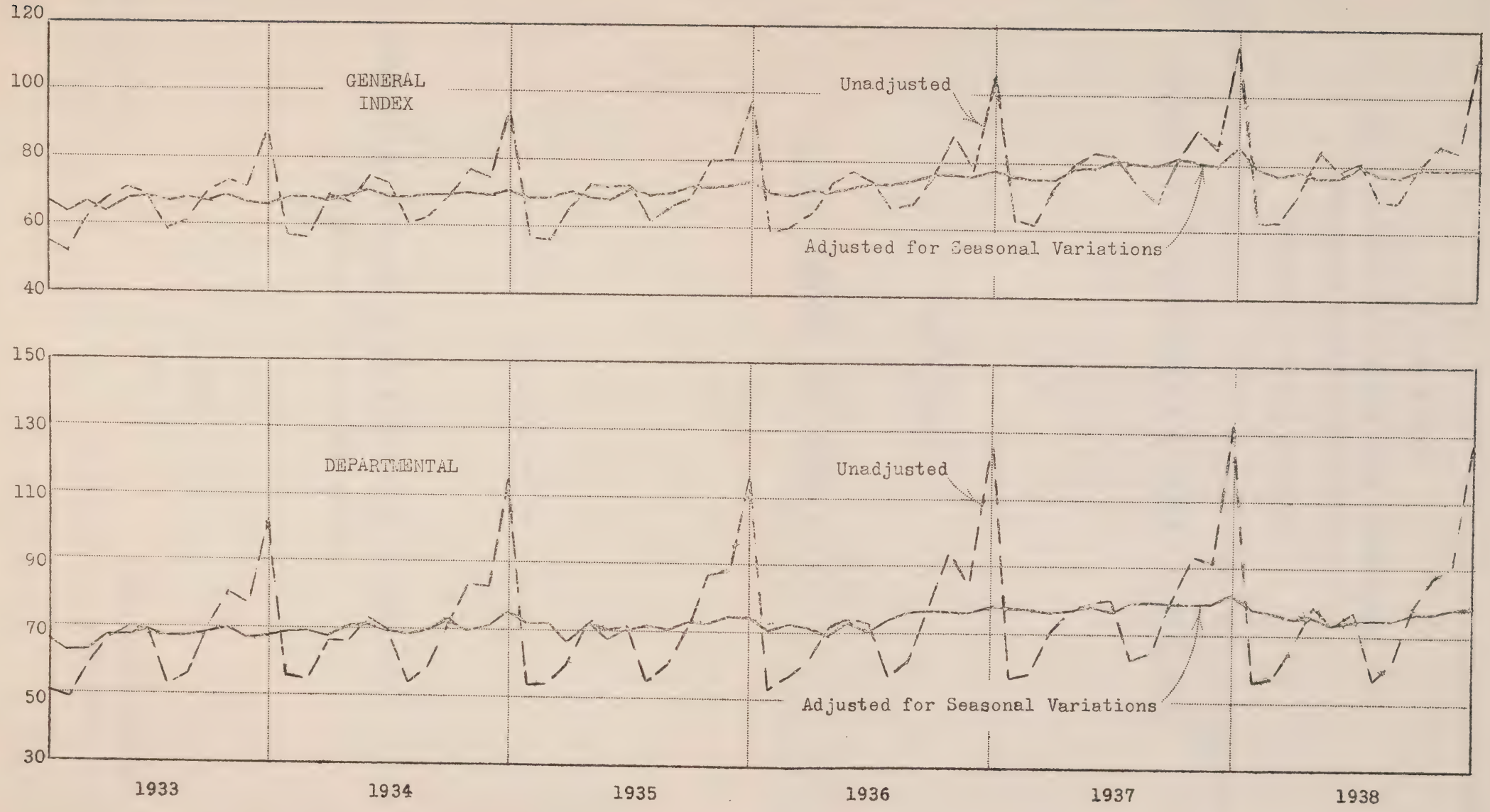
DEPARTMENTAL STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

DECEMBER, 1937, AND DECEMBER, 1938

(Based on sales of 20 firms)

	December 1937	December 1938	% Change, 1938/37
	$	$	
TOTAL SALES, ALL DEPARTMENTS	33,792,798	33,560,740	- 0.7
1. Women's dresses, coats and suits	2,303,482	2,352,968	+ 2.1
2. Girls' and infants' wear	1,154,154	1,175,148	+ 1.8
3. Hosiery and gloves	2,018,627	2,029,886	+ 0.6
4. Lingerie and corsets	1,780,525	1,767,417	- 0.7
5. Millinery	229,341	239,001	+ 4.2
6. Women's and children's apparel - (Total, 1-5)	7,486,129	7,564,420	+ 1.0
7. Men's and boys' clothing and furnishings	4,606,489	4,557,916	- 1.1
8. Drugs and toilet articles and preparations ..	1,389,258	1,390,586	+ 0.1
9. Piece goods	1,942,335	1,848,202	- 4.8
10. Smallwares	1,582,779	1,601,072	+ 1.2
11. Food and kindred products	2,605,604	2,573,750	- 1.2
12. Furniture (including mattresses, springs) ...	1,033,016	1,025,236	- 0.8
13. Home furnishings	1,663,600	1,652,273	- 0.7
14. Household appliances and electrical supplies.	648,541	643,407	- 0.8
15. Hardware and kitchen utensils	741,503	736,035	- 0.7
16. Radios, musical instruments and supplies	570,588	565,179	- 0.9
17. Shoes and other footwear	2,446,300	2,308,251	- 5.6
18. Stationery, books and magazines	1,276,777	1,310,700	+ 2.7
19. All other departments, total	5,799,879	5,783,713	- 0.3

INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)



CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 9 No. 1

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

JANUARY 1939

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MONTHLY INDEXES OF RETAIL SALES IN CANADA, JANUARY, 1939

Although dollar value of retail sales declined in January from December by rather more than the usual seasonal amount, nevertheless sales in January were maintained at a level only one per cent below that of January a year ago and were about 4 per cent higher than in January, 1936. The composite index for the twelve lines of business included in this monthly survey and on the base 1930 = 100 stands at 61.9 for January, 1939, 62.7 for January, 1938, 63.6 for January, 1937 and 59.2 for January, 1936. On making allowance for differences in number of business days and for normal seasonal variations the composite index declined from 79.1 for December, 1938 to 77.8 for January, 1939.

Excepting only groceries and meats, all lines of business for which data are available averaged lower in January this year than last, declines ranging from 1 per cent for women's clothing stores to 16 per cent for candy stores being recorded. Sales of grocery and meat stores averaged 3 per cent higher in January this year than last according to indexes compiled from returns submitted by all the larger chain store companies operating in this field. In computing these indexes adjustments are made to allow for the opening or closing of branch stores so that the results reflect the trend in sales for a constant number of stores rather than the trend in grocery chain business as a whole. The number of grocery chain units operating in January, 1939, is considerably smaller than the number in operation a year ago. The closing out of some of the weaker units and the continuation of the larger stores has probably introduced a favorable bias to the indexes thus computed.

Indexes of department store sales by economic divisions are indicative of the trend in retail buying in different regions of the country. Department store sales averaged only 1 per cent lower in January this year than last in Quebec and the Prairie Provinces. On the other hand a decline of 8 per cent was recorded in the Prairie Provinces. Ontario sales were down by 4 per cent and sales in British Columbia were off by 5 per cent.

New Series of Drug Store Indexes

Monthly indexes of drug store sales previously published have been computed from returns secured from all the larger chain store companies operating in this field. During recent months these returns have been supplemented by monthly statements of sales secured from some 500 independent stores located in different sections of the country and covering the period from January, 1936, to date. It is thus now possible to present indexes of drug store sales for each of the several economic divisions of the country. The complete series from January, 1936, will be found in the attached tables.

Comparative figures for January of this year and last reveal but minor differences in the various sections of the country. Drug store sales in the Prairie Provinces were practically unchanged from January last year. Sales were down by 1 per cent in British Columbia, 2 per cent in Quebec and the Maritime Provinces and 3 per cent in Ontario. Sales for the Dominion were down by 2 per cent.

Department Store Sales by Departments
Annual Totals for 1937 and 1938

Aggregate sales for 22 departmental firms reporting sales by departments were 3.6 per cent lower in 1938 than in 1937. Sales of hosiery and gloves were practically unchanged in the annual comparison but all other departments averaged lower. Sales of piece goods were down by 7.8 per cent; men's and boys' clothing and furnishings, 5.6 per cent; shoes and other footwear, 3.0 per cent and women's and childrens' apparel, 1.7 per cent. The furniture and household group shows declines ranging from 2.5 per cent for household appliances and electrical supplies to 6.9 per cent for radios, musical instruments and supplies. The furniture department was down by 4.7 per cent and home furnishings by 6.0 per cent. Declines for other departments were 2.0 per cent for drugs, 1.6 per cent for smallwares, 2.6 per cent for food products, 5.5 per cent for hardware and kitchen utensils, 2.1 per cent for stationery, books and magazines and 2.1 per cent for

combined sales of all other departments.

Comparison of Retail Sales in Canada, for 1938 and 1939 by Kinds of Business

Kind of Business	January, 1939		
	+ or - p.c. compared with		
	January 1930	January 1938	December 1938
General Index	- 33.9	- 1.3	- 45.7
Boots and Shoes	- 42.1	- 13.7	- 62.5
Candy	- 59.5	- 16.1	- 68.6
Men's Clothing	- 34.5	- 7.3	- 56.6
Women's Clothing	- 42.3	- 1.1	- 54.6
Departmental	- 40.7	- 3.0	- 58.5
Drugs	- 24.0	- 2.1	- 26.7
Furniture	- 40.2	- 11.4	- 50.3
Groceries and Meats	- 23.4	+ 3.0	- 22.9
Hardware	- 31.5	- 2.7	- 45.7
Music and Radio	- 57.4	- 4.7	- 41.2
Restaurant	- 55.3	- 7.9	- 13.2
Variety	- 14.7	- 3.3	- 68.9

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index			Boots and Shoes			Candy			Men's Clothing(x)			Women's Clothing		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
January, 1929	94.7	93.9	111.8	91.5	91.6	132.7	88.8	87.9	117.2	130.5	130.0	197.0	83.3	82.9	120.2
January, 1930	93.7	92.4	110.0	67.5	67.2	97.4	84.6	83.2	110.9	78.0	77.1	116.9	74.9	74.0	107.3
January, 1931	80.1	76.4	91.0	66.1	62.2	90.1	68.4	64.1	85.4	57.2	53.8	81.5	57.6	54.2	78.5
January, 1932	66.3	65.5	77.9	63.5	61.6	90.6	61.0	58.8	78.4	45.4	44.3	67.2	53.1	51.8	75.1
January, 1933	54.7	56.2	66.9	45.1	46.8	69.8	46.0	47.1	62.8	41.4	42.8	64.8	41.2	42.5	61.6
January, 1934	57.7	57.6	68.5	45.4	45.8	71.5	47.5	47.1	62.8	36.9	37.0	56.0	41.9	41.9	60.7
January, 1935	57.2	56.8	69.3	43.9	43.9	74.4	39.8	39.4	52.5	44.8	44.6	67.6	38.3	38.1	55.3
January, 1936	59.2	58.3	71.1	40.8	40.7	74.0	44.7	43.9	58.6	47.1	46.6	69.6	39.8	39.3	59.6
January, 1937	63.6	62.7	76.4	44.0	42.7	79.1	43.2	41.7	55.6	54.5	53.3	75.0	43.0	41.9	63.5
January, 1938	62.7	64.5	78.6	45.3	46.6	86.2	40.9	39.7	53.0	55.1	57.1	80.4	43.7	45.3	68.6
January, 1939	61.9	63.8	77.8	39.1	40.6	75.1	34.3	33.7	45.0	51.1	52.9	74.5	43.2	44.8	67.8
1938															
February	62.7	66.8	76.8	39.5	42.0	77.7	54.1	58.7	63.8	43.2	45.8	72.8	36.9	39.2	66.4
March	72.0	69.6	78.2	59.0	57.7	76.9	44.4	43.9	51.7	57.1	55.3	70.9	54.6	52.8	61.4
April	84.0	83.0	76.2	91.9	89.1	75.5	77.7	74.9	57.6	82.4	80.5	72.5	83.1	81.1	63.3
May	77.7	80.0	76.2	76.5	78.7	64.0	54.8	56.1	57.2	64.9	67.3	65.3	58.6	60.7	56.7
June	81.4	80.9	80.1	110.2	110.3	76.6	43.6	44.3	57.5	76.0	75.7	71.4	67.2	66.9	59.2
July	69.5	68.5	77.8(f)	74.6	72.4	77.0	48.5	46.7	54.9	58.6	57.3	70.7	49.3	48.1	56.6
August	68.6	66.7	76.7	53.3	52.1	68.6	47.9	47.5	48.5	51.2	50.1	68.6	43.5	42.4	60.6
September	79.9	81.1	79.5	80.4	82.8	80.3	51.8	52.4	56.3	71.0	71.8	71.8	58.1	58.8	60.6
October	86.2	85.3	79.7	76.6	74.3	76.6	52.9	51.3	54.0	85.7	83.7	67.0	74.0	72.2	58.7
November	84.1	84.0	79.2	75.1	75.7	74.2	44.6	45.5	53.0	86.3	86.3	70.1(f)	67.3	67.2	60.6(f)
December	114.1	108.4	79.1	104.4	98.3	61.5(f)	109.1	104.8	56.3(f)	117.7	109.9	66.2	95.1	88.7	57.3
1939															
January	61.9	63.8	77.8	39.1	40.6	75.1	34.3	33.7	45.0	51.1	52.9	74.5	43.2	44.8	67.8

(f) Final figures.
(x) Includes men's furnishings.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930=100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental			Drugs (1)			Furniture			Groceries and Meats		
	A	B	C	A	B	C	A	B	C	A	B	C
January, 1929	89.1	88.0	110.0	101.1	99.1	103.2	86.4	85.6	115.7	99.1	99.1	102.2
January, 1930	92.0	90.5	113.2	99.5	97.3	101.3	80.9	80.1	108.2	106.6	105.4	108.7
January, 1931	75.1	73.0	91.2	94.7	90.5	94.3	68.6	66.4	89.8	95.4	88.9	91.6
January, 1932	61.5	62.2	77.8	83.4	81.3	84.7	53.0	53.1	71.8	79.3	76.6	79.0
January, 1933	51.7	53.1	66.4	70.5	70.9	73.9	32.4	33.2	46.7	66.7	69.1	71.2
January, 1934	56.1	55.6	69.5	70.0	69.0	71.9	43.7	43.2	63.6	70.8	71.4	73.6
January, 1935	54.1	53.4	72.1	72.1	70.6	73.6	43.8	43.4	65.7	71.7	71.7	74.7
January, 1936	53.6	52.7	71.3	69.0	67.4	70.2	46.9	46.4	70.3	77.5	76.5	79.7
January, 1937	57.2	57.8	78.2	76.4	74.5	77.6	58.5	58.6	88.8	82.0	79.2	82.5
January, 1938	56.3	57.8	78.1	77.2	76.0	79.2	54.6	56.0	84.8	79.3	82.5	85.9
January, 1939	54.6	56.1	75.8	75.6	76.1	79.3	48.4	49.7	75.2	81.7	84.9	88.4
1938												
February	57.8	61.5	76.9	71.4	77.5	76.7	63.3	67.4	81.1	81.2	86.3	88.0
March	66.5	63.5	75.5	78.6	77.1	76.3	66.7	63.8	73.4	89.7	87.6	91.3
April	79.6	80.5	75.9	79.7	78.7	79.5	89.5	89.6	76.6	94.9	91.6	85.6
May	73.0	74.9	73.5	76.4	76.9	80.1	96.7	99.2	78.8	87.2	90.7	88.1
June	77.6	76.6	74.4	76.7	77.7	76.9	78.0	77.2	78.0	90.9	90.8	90.8
July	56.6	57.3	75.3	79.4	77.4	79.8	58.2	58.3	74.7	88.1	85.0	86.7
August	62.4	59.8	74.7	80.3	79.3	80.9	74.8	71.6	71.6	79.6	78.6	85.5
September	78.4	79.9	76.8(f)	81.7	82.5	84.2	85.2	87.4	72.9(f)	88.2	88.8	88.8
October	87.9	88.9	77.3	85.8	84.4	85.3	93.8	94.0	83.9	90.0	86.9	86.9(f)
November	90.4	89.6	78.6	78.6	79.6	79.6(f)	82.9	82.1	81.3	86.2	86.8	87.7
December	131.6	127.5	78.7	103.2	98.7	86.6	97.3	94.1	84.8	105.9	97.4	87.8
1939												
January	54.6	56.1	75.8	75.6	76.1	79.3	48.4	49.7	75.2	81.7	84.9	88.4

(f) Final figures.

(1) Indexes of drug store sales from January, 1936, onwards have been revised to include representation of independent and chain firms. Indexes prior to 1936 were computed from chain store figures only.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware			Music and Radio			Restaurants			Variety		
	A	B	C	A	B	C	A	B	C	A	B	C
January, 1929	82.5	81.2	128.9	126.2	124.3	138.1	105.9	103.9	111.7	74.0	74.1	110.6
January, 1930	73.3	72.2	114.7	105.4	103.8	115.4	104.6	102.3	110.0	68.6	68.5	102.2
January, 1931	61.1	60.2	95.5	86.0	84.7	94.1	87.2	84.5	90.8	69.2	65.2	97.3
January, 1932	49.6	50.8	82.0	53.7	55.0	63.2	67.7	66.4	71.4	62.9	61.1	91.2
January, 1933	32.4	33.2	55.4	29.4	30.2	35.9	54.4	54.1	58.2	54.2	56.0	83.6
January, 1934	37.5	36.9	63.7	30.2	29.8	35.9	51.2	50.3	54.0	54.9	55.2	82.4
January, 1935	39.1	38.6	67.6	37.2	36.7	44.2	49.0	48.1	51.7	53.2	53.3	84.6
January, 1936	39.0	38.3	68.3	43.2	42.6	53.9	50.4	49.3	53.0	53.4	53.3	84.7
January, 1937	44.4	45.3	82.4	46.7	48.0	60.7	52.9	51.9	55.8	61.7	59.9	95.1
January, 1938	51.6	52.7	95.9	47.1	48.3	61.1	50.8	50.0	53.8	60.5	62.6	99.3
January, 1939	50.2	51.4	93.4	44.9	45.9	58.1	46.8	46.6	50.1	58.5	60.5	96.1
1938												
February	47.7	50.7	90.5	41.0	43.8	55.5	48.8	53.0	55.3	62.6	66.7	92.6
March	63.0	59.5	85.0	48.7	46.3	57.2	54.4	53.4	55.0	70.0	68.3	86.5
April	88.6	90.5	87.0	55.6	57.0	61.3	52.4	52.5	52.0	91.0	88.4	95.1
May	111.3	113.7	83.6	62.0	63.6	55.8	52.0	51.8	51.8	86.6	89.7	89.7
June	106.9	104.9	88.2	50.9	50.2	55.2	50.0	50.8	50.3	95.1	95.4	92.6
July	93.2	95.2	86.5(f)	42.1	43.2	55.4	52.9	51.9	50.4	92.2	89.6	89.6
August	96.2	90.9	88.3	46.3	44.0	57.1	55.7	54.7	51.6	81.8	80.1	87.1
September	97.8	99.8	83.2	63.1	64.8	54.4	53.3	53.8	51.3	88.8	91.2	94.0
October	100.2	102.4	89.0	67.9	69.7	55.3(f)	52.2	51.4	51.4	98.8	96.0	96.0
November	89.3	87.7	87.7	60.2	59.4	47.6	50.9	51.6	53.7(f)	92.7	93.3	92.3
December	92.4	90.8	81.1	76.4	75.4	54.7	53.9	52.2	51.2	188.0	176.7	88.3(f)
1939												
January	50.2	51.4	93.4	44.9	45.9	58.1	46.8	46.6	50.1	58.5	60.5	96.1

(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores(x)						
January, 1936	66.1	68.9	64.3	67.5	60.0	70.2
January, 1937	76.5	80.6	74.3	80.4	64.4	75.6
January, 1938	77.2	83.1	77.3	78.8	69.9	77.3
January, 1939	71.7	67.2	71.9	72.4	65.2	75.0
1938						
October	120.2	103.0	104.7	113.9	173.0	114.9
November	121.1(f)	111.9	111.5	119.3	149.2	110.3
December	165.2	175.3	144.0	173.8	150.4	173.9
1939						
January	71.7	67.2	71.9	72.4	65.2	75.0
% Change, January, 1939 .... / January, 1938	- 7.3	-19.1	- 7.0	- 8.1	- 6.7	- 3.0
Women's Clothing Stores						
January, 1936	66.1	72.4	57.8	69.3	62.6	69.3
January, 1937	71.3	81.3	66.2	76.6	60.3	70.2
January, 1938	72.5	88.1	64.9	75.6	66.5	73.7
January, 1939	71.8	86.1	63.3	71.1	73.5	(b)
1938						
October	122.7	122.5	114.8	118.6	145.0	118.2
November	111.7(f)	117.1	99.5	112.5	125.5	103.3
December	157.9	181.9	139.7	164.8	155.8	146.1
1939						
January	71.8	86.1	63.3	71.1	73.5	(b)
% Change, January, 1939 .... / January, 1938	- 1.1	- 2.3	- 2.5	- 6.0	+10.5	(b)
Grocery and Meat Stores						
January, 1936	97.7	(a)	106.7	98.2	85.3	93.9
January, 1937	103.4	(a)	104.3	106.5	90.0	105.0
January, 1938	100.0	(a)	101.5	104.6	84.3	95.1
January, 1939	103.0	(a)	113.7	108.3	79.3	86.7
1938						
October	113.5(f)	(a)	118.7	115.7	107.2	99.8
November	108.7	(a)	116.2	112.7	94.4	92.3
December	133.6	(a)	142.3	141.1	108.4	108.1
1939						
January	103.0	(a)	113.7	108.3	79.3	86.7
% Change, January, 1939 .... / January, 1938	+ 3.0	(a)	+12.0	+ 3.5	- 5.9	- 8.8
Variety Stores						
January, 1936	59.4	53.5	58.1	61.5	56.2	61.6
January, 1937	68.6	65.9	69.7	71.1	60.5	67.6
January, 1938	67.2	66.2	69.3	67.1	64.6	71.8
January, 1939	65.0	60.4	69.8	64.4	62.0	74.1
1938						
October	109.8	111.6	118.9	103.6	122.3	107.9
November	103.0	105.1	107.1	99.8	107.8	108.2
December	209.0(f)	226.3	198.7	207.8	202.9	248.2
1939						
January	65.0	60.4	69.8	64.4	62.0	74.1
% Change, January, 1939 .... / January, 1938	- 3.3	- 8.8	+ 0.7	- 4.0	- 4.0	+ 3.2

(a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations. (b) Not available. (f) Final figures. (x) Includes men's furnishings.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
January, 1936	71.4	71.6	71.3	71.8	71.0	71.5
January, 1937	76.2	77.2	80.4	77.0	73.2	74.4
January, 1938	75.0	70.4	84.4	74.6	69.6	77.9
January, 1939	72.7	64.5	84.0	71.4	69.1	74.1
1938						
October	117.1	102.9	116.5	109.1	131.9	117.0
November	120.4	108.5	120.4	118.6	131.2	108.4
December	175.2	172.6	189.9	178.5	163.0	174.5
1939						
January	72.7	64.5	84.0	71.4	69.1	74.1
% Change, January, 1939 .... / January, 1938	- 3.1	- 8.4	- 0.5	- 4.3	- 0.7	- 4.9
Hardware Stores						
January, 1936	51.2	54.7	48.5	50.0	51.7	59.6
January, 1937	58.3	61.9	57.1	61.5	53.1	66.6
January, 1938	67.8	73.8	72.5	73.2	57.3	66.0
January, 1939	65.9	72.9	82.0	64.6	55.9	54.9
1938						
August	126.3	131.6	161.7	112.4	120.2	109.6
September	128.4	133.2	146.6	119.3	128.0	118.3
October	131.7	145.9	146.4	115.6	137.7	129.5
November	117.3	129.1	131.5	102.4	123.0	115.7
December	121.4	140.9	114.7	118.8	128.8	110.7
1939						
January	65.9	72.9	82.0	64.6	55.9	54.9
% Change, January, 1939 .... / January, 1938	- 2.8	- 1.2	+13.1	-11.7	- 2.4	-16.8
Music and Radio Stores						
January, 1936	79.7	(c)	78.8	81.4	70.4	87.5
January, 1937	86.2	(c)	92.9	87.6	72.5	84.1
January, 1938	86.8	(c)	88.5	92.8	70.9	81.1
January, 1939	82.8	(c)	83.6	85.3	78.4	74.0
1938						
October	125.3(f)	(c)	128.7	122.0	136.7	118.2
November	111.2	(c)	114.5	107.9	120.4	105.7
December	141.0	(c)	150.2	142.3	117.1	141.9
1939						
January	82.8	(c)	83.6	85.3	78.4	74.0
% Change, January, 1939 .... / January, 1938	- 4.6	(c)	- 5.5	- 8.1	+10.6	- 8.8

(c) Discontinued
(f) Final figures

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
			Drug Stores			
1936						
January	90.9	85.8	94.3	92.5	86.9	86.3
February	92.2	87.4	98.0	93.3	86.3	89.1
March	94.2	92.0	100.5	94.6	89.1	90.7
April	96.2	94.7	97.9	96.1	96.0	94.7
May	97.9	98.3	96.7	98.9	98.3	93.3
June	94.7	93.7	96.8	95.7	91.0	93.0
July	98.0	99.6	94.4	100.8	93.1	99.1
August	97.5	103.3	95.9	97.1	96.7	100.7
September	100.6	98.5	97.6	97.6	110.8	104.3
October	107.8	104.4	105.9	104.2	118.6	112.7
November	99.1	97.0	102.8	99.0	97.3	96.5
December	130.7	145.0	119.4	129.8	135.9	139.1
Yearly Average	100.0	100.0	100.0	100.0	100.0	100.0
1937						
January	100.7	96.5	104.7	102.0	94.2	102.2
February	98.3	92.8	107.1	99.0	89.8	96.8
March	105.8	109.0	110.5	106.8	99.0	101.5
April	102.1	103.5	104.9	101.5	100.2	102.6
May	105.2	105.7	103.8	106.3	104.6	103.2
June	101.8	100.7	102.1	103.7	96.5	102.4
July	107.6	114.9	105.7	110.8	97.4	109.5
August	107.1	114.0	107.0	108.8	100.3	106.3
September	110.2	108.2	108.9	108.4	114.3	117.0
October	113.8	116.0	111.9	110.8	118.4	123.6
November	104.5	103.4	107.8	106.0	97.7	103.3
December	138.3	157.0	128.5	139.4	134.8	146.4
Yearly Average	108.0	110.1	108.6	108.6	103.9	109.6
1938						
January	101.7	101.3	106.2	103.0	93.9	101.6
February	94.1	92.7	99.2	94.5	88.5	93.9
March	103.6	102.9	109.6	104.4	94.9	104.3
April	105.0	106.5	107.5	105.0	101.2	106.6
May	100.6	101.2	100.2	101.8	97.6	101.1
June	101.1	99.3	100.9	103.5	96.0	100.2
July	104.6	105.2	101.5	105.9	103.4	106.0
August	105.8	108.4	104.3	105.8	106.3	106.5
September	107.6	101.0	104.6	105.4	116.5	114.0
October	113.0	108.1	111.9	108.2	126.0	119.1
November	103.5	99.4	107.7	103.3	102.0	101.3
December	136.0	137.2	125.9	136.8	141.3	142.3
Yearly Average	106.4	105.3	106.6	106.5	105.6	108.1
1939						
January	99.6	99.2	103.7	100.0	93.6	100.9
Per cent change Jan. 1939 / Jan. 1938	- 2.1	- 2.1	- 2.4	- 2.9	- 0.3	- 0.7

DEPARTMENTAL STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
ANNUAL TOTALS FOR 1937 and 1938
(Based on sales of 22 firms)

	1937	1938	% Change, 1938/37
	$	$	
TOTAL SALES, ALL DEPARTMENTS	232,079,176	223,793,380	- 3.6
1. Women's dresses, coats and suits	20,956,362	20,756,542	- 1.0
2. Girls' and infants' wear	7,058,604	6,951,932	- 1.5
3. Hosiery and gloves	10,413,718	10,397,655	- 0.2
4. Lingerie and corsets	10,444,998	9,957,938	- 4.7
5. Millinery	3,182,474	3,102,445	- 2.5
6. Women's and children's apparel - (Total, 1-5) ..	52,056,156	51,166,512	- 1.7
7. Men's and boys' clothing and furnishings	27,172,553	25,650,546	- 5.6
8. Drugs and toilet articles and preparations	7,320,443	7,175,959	- 2.0
9. Piece goods	18,031,302	16,633,234	- 7.8
10. Smallwares	8,285,512	8,152,578	- 1.6
11. Food and kindred products	22,383,634	21,804,515	- 2.6
12. Furniture (including mattresses, springs)	13,028,989	12,419,605	- 4.7
13. Home furnishings	16,212,900	15,242,822	- 6.0
14. Household appliances and electrical supplies ...	5,849,130	5,705,044	- 2.5
15. Hardware and kitchen utensils	8,123,913	7,674,776	- 5.5
16. Radios, musical instruments and supplies	3,703,202	3,447,608	- 6.9
17. Shoes and other footwear	17,366,449	16,854,067	- 3.0
18. Stationery, books and magazines	4,155,282	4,067,043	- 2.1
19. All other departments, total	28,389,711	27,799,071	- 2.1

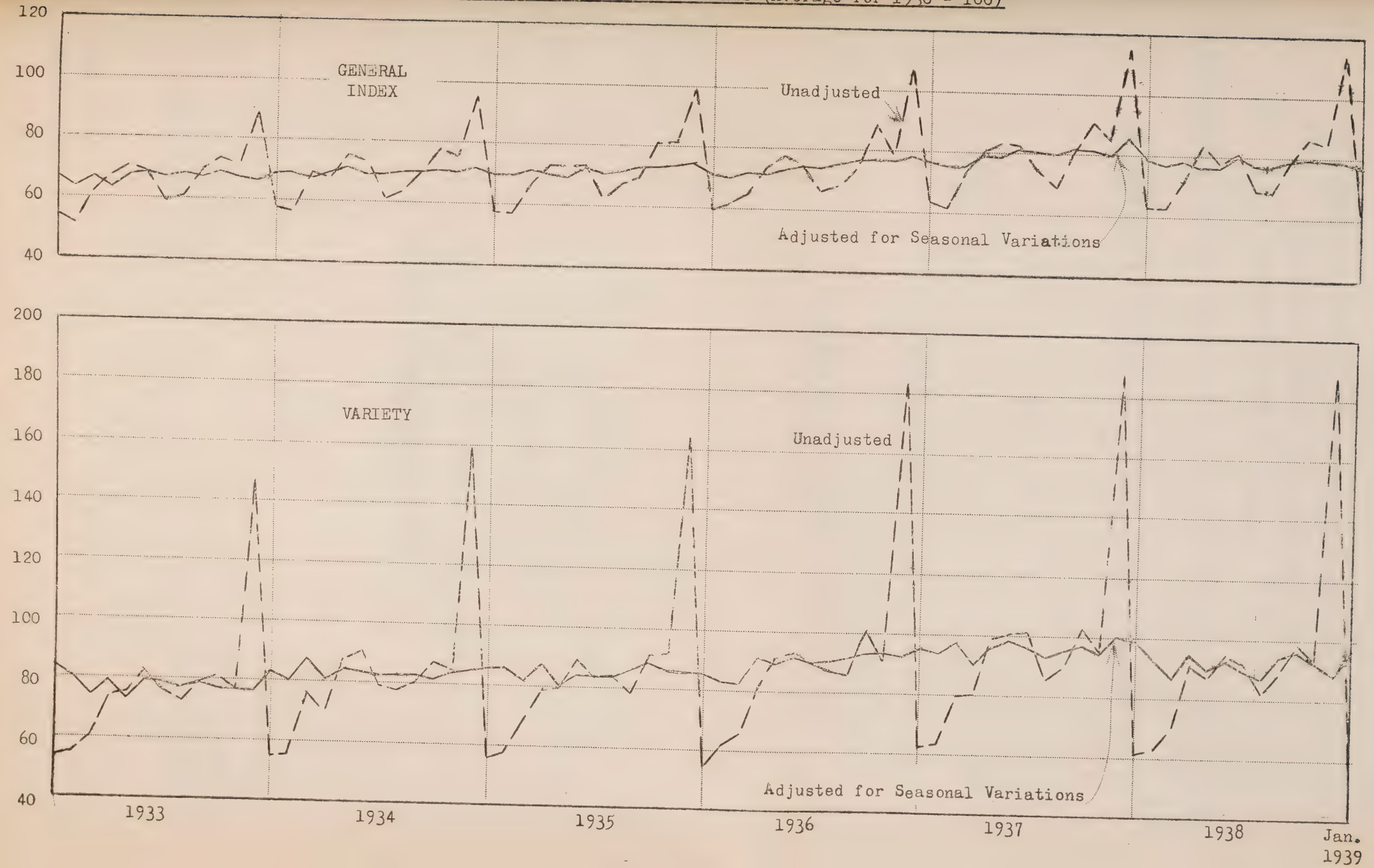
DEPARTMENTAL STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

January, 1938, and January, 1939

(Based on sales of 22 firms)

	January 1938	January 1939	% Change, 1939/38
	$	$	
TOTAL SALES, ALL DEPARTMENTS	13,929,493	13,627,455	- 2.2
1. Women's dresses, coats and suits	1,107,006	1,115,609	+ 0.8
2. Girls' and infants' wear	321,341	313,258	- 2.5
3. Hosiery and gloves	498,130	494,346	- 0.8
4. Lingerie and corsets	671,521	651,258	- 3.0
5. Millinery	104,628	103,999	- 0.6
6. Women's and children's apparel - (Total, 1-5)	2,702,626	2,678,470	- 0.9
7. Men's and boys' clothing and furnishings	1,345,396	1,319,426	- 1.9
8. Drugs and toilet articles and preparations ...	545,569	515,276	- 5.6
9. Piece goods	1,555,396	1,462,946	- 5.9
10. Smallwares	602,096	600,633	- 0.2
11. Food and kindred products	1,720,342	1,659,997	- 3.5
12. Furniture (including mattresses, springs)	869,681	852,800	- 1.9
13. Home furnishings	916,326	887,978	- 3.1
14. Household appliances and electrical supplies..	317,500	338,397	+ 6.6
15. Hardware and kitchen utensils	400,916	393,815	- 1.8
16. Radios, musical instruments and supplies	268,466	261,591	- 2.6
17. Shoes and other footwear	780,581	771,606	- 1.1
18. Stationery, books and magazines	253,897	259,760	+ 2.3
19. All other departments, total	1,650,701	1,624,760	- 1.6

INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)



CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 9 No. 2

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

FEBRUARY 1939

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MONTHLY INDEXES OF RETAIL SALES IN CANADA, FEBRUARY, 1939

Dollar value of retail trade in Canada for February was practi cally unchanged from January but was 3 per cent below February a year ago, according to returns covering the operations of more than 4,500 individual stores and giving represtation to twelve lines of retail business. The unadjusted index of sales on the base 1930=100 stands at 60.6 for February, 1939, 60.7 for January, 1939, and 62.7 for February, 1938. After adjust- ments for number-of-business days and normal seasonal variations, February sales show a decline from the immediately preceding month, the adjusted in- dex receding from 76.3 for January to 74.3 for February.

Two of the twelve lines of trade included in this survey show an increase over February last year: drug store sales were up 5 per cent, while music and radio store sales gained 4 per cent. All other trades re- corded declines, the percentage decreases from February, 1938, ranging from 2 per cent for grocery and meat stores and for furniture stores to 21 per cent for shoe stores. Declines for other groups were as follows: men's clothing stores, 3 per cent; hardware stores, 4 per cent; variety stores, 4 per cent; department stores, 5 per cent; women's clothing stores, 7 per cent; candy stores, 8 per cent; and restaurants, 12 per cent.

Department store sales averaged lower in February of this year than last in all sections of the country. In comparison with the average decline of 5 per cent for the country as a whole, decreases for the various economic divisions were 8 per cent for the Maritime Provinces, 5 per cent for Quebec, 6 per cent for Ontario, 5 per cent for the Prairie Provinces, and 5 per cent for British Columbia.

Drug store sales were 14 per cent higher in Quebec province in February of this year compared with last. Increases of 8 per cent and 4 per cent were recorded for the Maritime Provinces and Ontario, while de- creases of 2 per cent and 3 per cent were recorded in the Prairie Provinces and British Columbia.

Grocery and meat store sales averaged 4 per cent higher in Quebec province in February of this year compared with last. Ontario sales remained unchanged while decreases of 11 per cent and 18 per cent were re- corded for the Prairie Provinces and British Columbia. It should be pointed out that indexes of sales for this group are compiled from returns submitted by chain stores only. In computing the indexes, adjustments are made to allow for the opening or closing of branches so that the resulting figures reflect the trend in sales for a constant number of units rather than the trend in chain food store business as a whole. During recent months there has been a considerable reduction in the number of chain units operated, especially in Quebec province. To the extent that the business of closed units is transferred to continuing stores, the indexes of sales thus com- puted are recognized to have a favourable bias.

Comparison of Retail Sales in Canada, for 1938 and 1939 by Kinds of Business

Kind of Business	February, 1939 + or - p.c. compared with			Cumulative Indexes
	February 1930	February 1938	January 1939	Jan.-Feb.,1939 / Jan.-Feb.,1938
General Index	- 30.2	- 3.3	- 0.2	- 3.3
Boots and Shoes	- 57.3	- 20.8	- 18.7	- 17.7
Candy	- 50.3	- 7.8	+ 33.1	- 8.0
Men's Clothing	- 38.9	- 2.5	- 17.0	- 5.6
Women's Clothing	- 55.1	- 7.0	- 18.1	- 5.5
Departmental	- 34.1	- 5.4	+ 0.2	- 4.2
Drugs	- 22.1	+ 4.9	- 1.1	+ 1.3
Furniture	- 29.9	- 2.1	+ 27.6	- 6.2
Groceries and Meats	- 17.5	- 1.6	+ 2.4	- 1.6
Hardware	- 33.6	- 4.2	- 10.6	- 2.5
Music and Radio	- 52.3	+ 4.1	- 4.0	- 1.0
Restaurant	- 54.8	- 12.1	- 8.5	- 9.8
Variety	- 18.8	- 4.2	+ 1.9	- 3.4

Number of Stores Reporting

Kind of Business	Number of Stores
TOTAL	4,539
Boots and Shoes (1)	304
Candy (1)	169
Men's Clothing	493
Women's Clothing	383
Departmental	98
Drugs	795
Furniture	62
Groceries and Meats (1)	1,420
Hardware	136
Music and Radio	119
Restaurant (1)	127
Variety (1)	433

(1) Indexes for these lines of business are based on returns from chain companies only. Indexes for other lines of business are computed from returns from both chains and independents.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index			Boots and Shoes			Candy			Men's Clothing(x)			Women's Clothing		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
February, 1929	91.4	97.6	112.2	81.2	86.3	125.0	99.5	107.9	117.3	119.9	127.5	205.6	74.1	78.7	115.7
February, 1930	86.8	92.7	106.5	73.3	77.9	112.8	100.4	109.0	118.5	68.9	73.2	118.1	76.4	81.1	119.3
February, 1931	77.1	82.3	94.6	59.7	63.5	94.7	74.3	80.6	87.6	49.1	52.2	84.2	53.7	57.0	83.8
February, 1932	65.5	67.9	78.0	48.8	50.2	78.4	63.4	66.8	72.7	37.7	39.1	63.1	46.2	47.8	70.3
February, 1933	51.9	55.4	63.7	39.2	41.6	69.3	51.5	55.8	60.6	28.0	29.8	48.1	39.4	41.8	61.5
February, 1934	56.2	59.9	68.9	37.5	39.9	69.9	51.7	56.0	60.9	37.9	40.3	65.0	38.2	40.5	59.6
February, 1935	56.5	60.3	69.3	36.4	38.7	70.3	55.6	60.3	65.5	39.6	42.1	67.8	39.4	41.8	61.5
February, 1936	61.3	60.8	69.9	41.4	40.2	74.4	61.6	61.5	66.8	41.8	40.9	69.3	34.6	33.8	57.3
February, 1937	61.7	65.9	75.7	43.4	46.2	85.5	55.3	60.0	65.2	44.9	47.7	75.7	36.1	38.4	65.0
February, 1938	62.7	66.8	76.8	39.5	42.0	77.7	54.1	58.7	63.8	43.2	45.8	72.8	36.9	39.2	66.4
February, 1939	60.6	64.7	74.3	31.3	33.4	61.8	49.9	54.2	59.0	42.1	44.9	71.2	34.3	36.6	62.0
1938															
March	72.0	69.6	78.2	59.0	57.7	76.9	44.4	43.9	51.7	57.1	55.3	70.9	54.6	52.8	61.4
April	84.0	83.0	76.2	91.9	89.1	75.5	77.7	74.9	57.6	82.4	80.5	72.5	83.1	81.1	63.3
May	77.7	80.0	76.2	76.5	78.7	64.0	54.8	56.1	57.2	64.9	67.3	65.3	58.6	60.7	56.7
June	81.4	80.9	80.1	110.2	110.3	76.6	43.6	44.3	57.5	76.0	75.7	71.4	67.2	66.9	59.2
July	69.5	68.5	77.8	74.6	72.4	77.0	48.5	46.7	54.9	58.6	57.3	70.7	49.3	48.1	56.6
August	68.6	66.7	76.7	53.3	52.1	68.6	47.9	47.5	48.5	51.2	50.1	68.6	43.5	42.4	60.6
September	79.9	81.1	79.5(f)	80.4	82.8	80.3	51.8	52.4	56.3	71.0	71.8	71.8	58.1	58.8	60.6
October	86.2	85.3	79.7	76.6	74.3	76.6	52.9	51.3	54.0	85.7	83.7	67.0	74.0	72.2	58.7
November	84.1	84.0	79.3	75.1	75.7	74.2	44.6	45.5	53.0	86.3	86.3	70.1	67.3	67.2	60.6
December	114.1	108.4	79.1	104.4	98.3	61.5	109.1	104.8	56.3	117.7	109.9	66.2(f)	94.0	87.7	56.6(f)
1939															
January	60.7	62.6	76.3	38.5	40.0	74.0(f)	37.5	38.5	51.3(f)	50.7	52.5	74.0	41.9	43.4	65.7
February	60.6	64.7	74.3	31.3	33.4	61.8	49.9	54.2	59.0	42.1	44.9	71.2	34.3	36.6	62.0

(f) Final figures
(x) Includes men's furnishings

INDEX NUMBERS OF RETAIL SALES - (Average for 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental			Drugs(x)			Furniture			Groceries and Meats (y)		
	A	B	C	A	B	C	A	B	C	A	B	C
February, 1929	81.6	86.9	103.5	99.3	107.9	106.8	118.8	126.6	139.1	97.4	103.5	105.6
February, 1930	83.0	88.4	105.2	96.2	104.5	103.4	88.4	94.1	103.4	96.8	102.9	105.0
February, 1931	75.9	80.9	96.3	89.0	96.7	95.7	79.4	84.6	92.9	88.2	93.8	95.7
February, 1932	62.1	63.8	75.9	84.0	88.7	87.8	61.3	62.9	69.9	77.9	81.1	82.7
February, 1933	49.5	52.7	62.7	65.5	71.1	70.4	40.3	42.9	49.3	64.0	68.0	69.4
February, 1934	54.9	58.5	69.7	64.8	70.3	69.6	48.6	51.7	62.3	68.6	72.9	74.4
February, 1935	54.4	57.9	72.4	68.9	74.7	73.9	55.6	59.2	71.3	69.6	73.9	75.4
February, 1936	57.8	58.4	73.0	70.0	71.6	73.1	59.0	59.1	71.1	78.9	76.4	77.9
February, 1937	58.6	62.4	78.1	74.6	81.0	82.7	68.2	72.5	87.4	76.8	81.8	83.5
February, 1938	57.8	61.5	76.9	71.4	77.5	79.1	63.3	67.4	81.1	81.0	86.2	88.0
February, 1939	54.7	58.3	72.9	74.9	81.4	83.1	62.0	66.1	79.6	79.9	85.1	86.8
1938												
March	66.5	63.5	75.5	78.6	77.1	79.5	66.7	63.8	73.4	88.5	86.6	90.2
April	79.6	80.5	75.9	79.7	78.7	80.3	89.5	89.6	76.6	93.7	90.7	84.7
May	73.0	74.9	73.5	76.4	76.9	80.1	96.7	99.2	78.8	85.4	89.1	86.5
June	77.6	76.6	74.4	76.7	77.7	80.9	78.0	77.2	78.0	83.5	88.7	88.7
July	56.6	57.3	75.3	79.4	77.4	80.6	58.2	58.3	74.7	8[illegible].8	81.1	82.8
August	62.4	59.8	74.7	80.3	79.3	80.9	74.8	71.6	71.6	7[illegible].0	75.3	81.8
September	78.4	79.9	76.8(f)	81.7	82.5	80.9	85.2	87.4	72.9	8[illegible].8	85.7	85.7
October	87.9	88.9	77.3	85.8	84.4	82.7	93.8	94.0	83.9	86.3	83.6	83.6(f)
November	90.4	89.6	78.6	78.6	79.6	79.6(f)	83.2	82.3	81.5	82.0	82.8	83.7
December	131.6	127.5	78.7	103.2	98.7	79.6	96.9	93.8	84.5(f)	101.5	93.6	84.4
1939												
January	54.6	56.0	75.7	75.7	76.2	82.0	48.6	49.9	75.6	78.0	81.0	84.4
February	54.7	58.3	72.9	74.9	81.4	83.1	62.0	66.1	79.6	79.9	85.1	86.8

(f) Final figures.

(x) Indexes of drug store sales from January, 1936, onwards revised in January, 1939, to include representation of independent and chain firms. Indexes prior to 1936 were computed from chain store figures only.

(y) Indexes of grocery and meat store sales have been revised from January, 1936.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware			Music and Radio			Restaurants			Variety		
	A	B	C	A	B	C	A	B	C	A	B	C
February, 1929	77.2	82.4	121.2	132.5	141.4	162.6	101.6	110.4	115.0	83.5	88.8	120.0
February, 1930	68.8	73.4	108.0	89.6	95.6	109.9	95.0	103.2	107.5	73.9	78.6	106.2
February, 1931	59.9	63.9	95.4	82.3	87.8	100.9	80.1	87.0	90.7	69.5	73.9	99.9
February, 1932	52.0	53.3	80.8	50.2	51.4	59.1	65.8	69.0	71.9	64.0	66.2	89.5
February, 1933	30.9	33.0	52.4	24.9	26.6	30.5	50.5	54.8	57.1	55.7	59.2	80.1
February, 1934	35.5	37.9	63.2	31.4	33.6	38.6	47.7	51.9	54.0	55.5	59.1	79.9
February, 1935	37.3	39.8	68.7	36.1	38.6	44.4	44.9	48.7	50.8	57.7	61.5	85.4
February, 1936	38.3	39.1	69.9	39.5	40.5	51.3	49.0	50.8	53.0	60.8	59.1	82.0
February, 1937	42.2	44.9	80.2	45.9	49.1	62.2	50.7	55.1	57.3	62.8	66.9	92.9
February, 1938	47.7	50.7	90.5	41.0	43.8	55.5	48.8	53.0	55.3	62.6	66.7	92.6
February, 1939	45.7	48.8	87.1	42.7	45.5	57.6	42.9	46.6	48.5	60.0	63.9	88.8
1938												
March	63.0	59.5	85.0	48.7	46.3	57.2	54.4	53.4	55.0	70.0	68.3	86.5
April	88.6	90.5	87.0	55.6	57.0	61.3	52.4	52.5	52.0	91.0	88.4	95.1
May	111.3	113.7	83.6	62.0	63.6	55.8	52.0	51.8	51.8	86.6	89.7	89.7
June	106.9	104.9	88.2	50.9	50.2	55.2	50.0	50.8	50.3	95.1	95.4	92.6
July	93.2	95.2	86.5	42.1	43.2	55.4	52.9	51.9	50.4	92.2	89.6	89.6
August	96.2	91.0	88.3	46.3	44.0	57.1	55.7	54.7	51.6	81.8	80.1	87.1
September	97.9	100.0	83.3	63.1	64.8	54.4	53.3	53.8	51.3	88.8	91.2	94.0
October	100.8	103.0	89.5	67.9	69.7	55.3	52.2	51.4	51.4	98.8	96.0	96.0
November	89.7	88.1	88.1	60.4	59.6	47.7	50.9	51.6	53.7	92.7	93.3	92.3
December	92.6	90.9	81.2(f)	76.4	75.4	54.6(f)	54.3	52.6	51.6(f)	188.0	176.7	88.3(f)
1939												
January	51.1	52.3	95.0	44.5	45.5	57.7	46.9	46.6	50.1	58.9	61.0	96.8
February	45.7	48.8	87.1	42.7	45.5	57.6	42.9	46.6	48.5	60.0	63.9	88.8

(f) Final figures

UNADJUSTED INDEX NUMBERS OF RETAIL SALES - (Average for 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores(x)						
February, 1936	58.7	60.5	56.7	61.3	52.1	57.0
February, 1937	63.0	62.8	59.7	66.9	55.3	60.1
February, 1938	60.5	68.4	59.7	62.2	53.8	59.6
February, 1939	59.1	60.3	56.1	61.3	53.7	59.3
1938						
November	121.1	111.9	111.5	119.3	149.2	110.3
December	165.2(f)	175.8	144.3	173.8	151.1	174.3
1939						
January	71.2	66.5	71.2	73.1	63.7	73.3
February	59.1	60.3	56.1	61.3	53.7	59.3
% Change, February, 1939 / February, 1938 ...	- 2.5	-11.8	- 6.0	- 1.4	- 0.2	- 0.5
% Change, Jan.-Feb., 1939 / Jan.-Feb., 1938 ..	- 5.6	-16.3	- 7.1	- 4.7	- 5.1	- 3.1
Women's Clothing Stores						
February, 1936	57.4	61.7	60.8	57.3	55.4	53.6
February, 1937	60.0	60.2	62.6	59.3	59.9	58.0
February, 1938	61.3	63.5	64.0	60.5	59.7	59.8
February, 1939	56.9	59.8	55.7	56.3	54.8	61.6
1938						
November	111.7	117.1	99.5	112.5	125.5	103.3
December	156.0(f)	179.7	138.0	161.8	155.0	146.1
1939						
January	69.5	85.1	60.9	69.4	71.3	72.4
February	56.9	59.8	55.7	56.3	54.8	61.6
% Change, February, 1939 / February, 1938 ...	- 7.0	- 5.8	-13.0	- 6.9	- 8.2	+ 3.0
% Change, Jan.-Feb.,1939 / Jan.-Feb.,1938 ...	- 5.5	- 4.4	- 9.5	- 7.6	- 0.1	+ 0.4
Grocery and Meat Stores						
February, 1936	99.5	(a)	106.1	98.5	89.6	95.9
February, 1937	96.9	(a)	98.1	98.0	87.7	101.4
February, 1938	102.1	(a)	104.5	103.8	91.1	102.2
February, 1939	100.7	(a)	108.7	104.1	81.1	84.2
1938						
November	103.4	(a)	106.4	106.0	94.4	92.3
December	128.0	(a)	131.9	134.6	108.5	108.1
1939						
January	98.4	(a)	104.8	102.7	78.2	83.0
February	100.7	(a)	108.7	104.1	81.1	84.2
% Change, February, 1939 / February, 1938 ...	- 1.6	(a)	+ 4.0	+ 0.3	-11.0	-17.6
% Change, Jan.-Feb.,1939 / Jan.-Feb.,1938 ...	- 1.6	(a)	+ 2.7	- 0.3	- 9.2	-15.3
Variety Stores						
February, 1936	67.6	62.3	70.4	68.9	61.6	68.7
February, 1937	69.8	65.2	71.2	71.1	67.0	70.6
February, 1938	69.6	64.5	73.3	69.2	66.5	77.8
February, 1939	66.7	63.3	69.7	66.5	61.4	79.3
1938						
November	103.0	105.1	107.1	99.8	107.8	108.2
December	209.0(f)	226.3	198.7	207.8	202.9	248.2
1939						
January	65.5	60.4	71.2	64.4	62.0	74.1
February	66.7	63.3	69.7	66.5	61.4	79.3
% Change, February, 1939 / February, 1938 ...	- 4.2	- 1.9	- 4.9	- 3.9	- 7.7	+ 1.9
% Change, Jan.-Feb.,1939 / Jan.-Feb.,1938 ...	- 3.4	- 5.4	- 1.2	- 4.0	- 5.9	+ 2.5

(a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations. (f) Final figures. (x) Includes men's furnishings.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936=100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
February, 1936 ..	76.9	74.1	76.6	77.7	76.0	78.2
February, 1937 .	73.0	73.4	79.2	79.3	76.1	78.9
February, 1938 .	76.9	70.7	81.9	78.1	71.9	80.8
February, 1939 ..	73.9	65.0	77.9	73.2	68.7	76.9
1938						
December	175.2	172.6	189.9	178.5	163.0	174.5
1939						
January	72.7	64.5	84.0	71.2	68.9	74.5
February	72.9	65.0	77.9	73.2	68.7	76.9
% Change, February, 1939 / February, 1938	- 5.4	- 8.1	- 4.9	- 6.3	- 4.5	- 4.8
% Change, Jan.-Feb., 1939 / Jan.-Feb., 1938	- 4.3	- 8.2	- 2.6	- 5.4	- 2.8	- 4.6
Hardware Stores						
February, 1936 ..	50.3	42.9	55.9	46.3	52.1	55.0
February, 1937 ..	55.4	59.0	64.0	51.3	53.4	55.9
February, 1938 ..	62.6	63.8	67.5	64.7	55.8	66.7
February, 1939 ..	60.1	52.6	79.7	54.5	54.8	58.2
1938						
December	121.6(f)	139.0	114.7	116.3	131.3	110.7
1939						
January	67.1	76.5	85.2	64.0	57.2	56.0
February	60.1	52.6	79.7	54.5	54.8	58.2
% Change, February, 1939 / February, 1938	- 4.2	-17.6	+18.1	-15.8	- 1.8	-12.7
% Change, Jan.-Feb., 1939 / Jan.-Feb., 1938	- 2.5	- 6.2	+17.8	-14.1	- 1.0	-13.9
Music and Radio Stores						
February, 1936 ..	72.8	(c)	78.6	72.0	64.7	73.0
February, 1937 ..	84.8	(c)	89.0	85.5	74.8	86.8
February, 1938 ..	75.7	(c)	87.4	76.1	60.6	70.8
February, 1939 ..	73.8	(c)	82.8	81.4	63.2	77.0
1938						
December	141.0(f)	(c)	150.4	142.6	116.8	141.9
1939						
January	82.1	(c)	82.0	84.4	78.7	77.7
February	78.8	(c)	82.8	81.4	63.2	77.0
% Change, February, 1939 / February, 1938	+ 4.1	(c)	- 5.3	+ 7.0	+ 4.3	+ 8.8
% Change, Jan.-Feb., 1939 / Jan.-Feb., 1938	- 1.0	(c)	- 6.3	- 1.8	+ 7.9	+ 1.8
Drug Stores						
February, 1936 ..	92.2	87.4	98.0	93.3	86.3	89.1
February, 1937 ..	98.3	92.8	107.1	99.0	89.8	96.8
February, 1938 ..	94.1	92.7	99.2	94.5	88.5	93.9
February, 1939 ..	98.7	100.4	113.0	98.3	87.2	91.1
1938						
December	136.0	136.9	125.9	137.0	141.6	141.0
1939						
January	99.8	98.1	104.3	100.3	94.2	100.7
February	98.7	100.4	113.0	98.3	87.2	91.1
% Change, February, 1939 / February, 1938	+ 4.9	+ 8.3	+13.9	+ 4.0	- 1.5	- 3.0
% Change, Jan.-Feb., 1939 / Jan.-Feb., 1938	+ 1.3	+ 2.3	+ 5.8	+ 0.6	- 0.5	- 1.9

(c) Discontinued

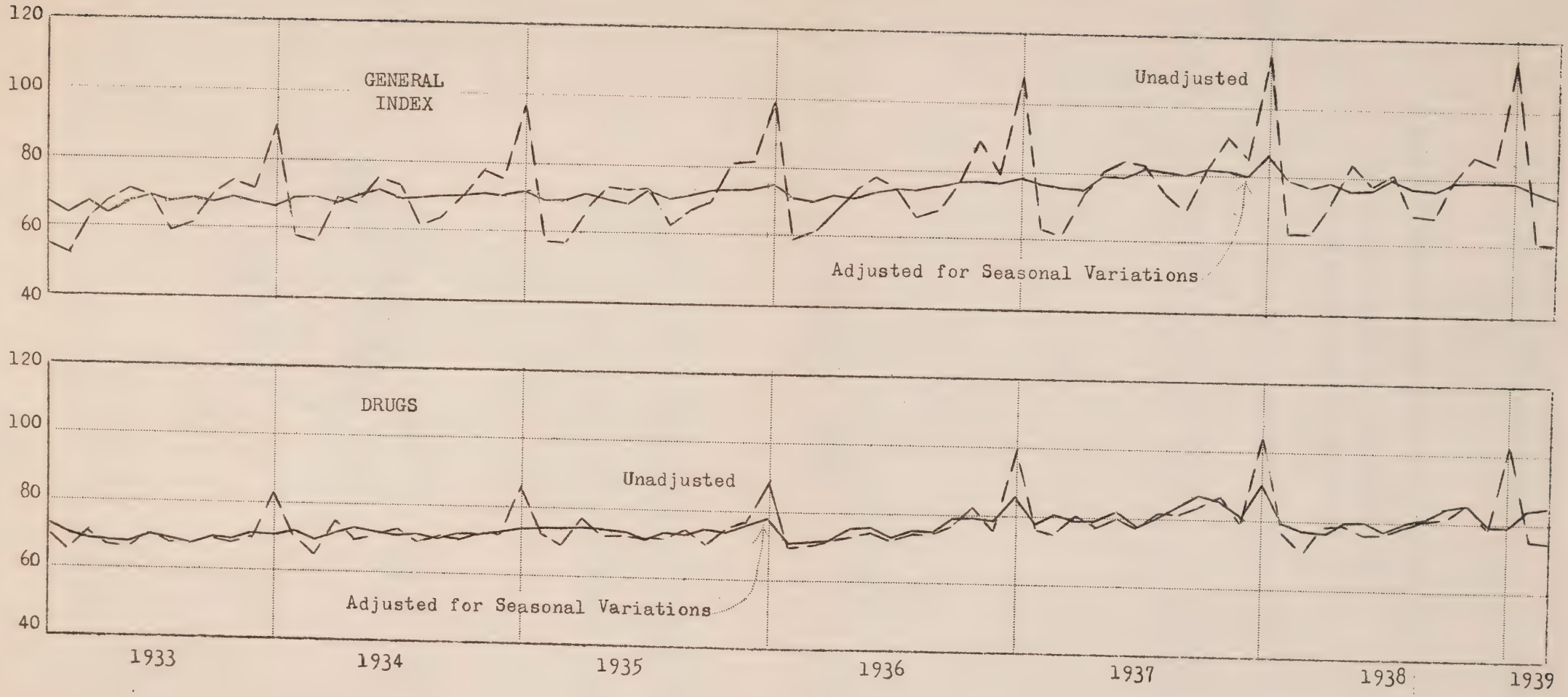
(f) Final figures.

DEPARTMENTAL STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
FEBRUARY, 1938 AND FEBRUARY, 1939
(Based on sales of 18 firms)

	February 1938	February 1939	% Change, 1939/38
	$	$	
TOTAL SALES, ALL DEPARTMENTS	13,790,467	12,964,220	- 6.0
1. Women's dresses, coats and suits	1,016,397	986,205	- 3.0
2. Girls' and infants' wear	302,552	277,169	- 8.4
3. Hosiery and gloves	564,685	541,238	- 4.2
4. Lingerie and corsets	604,949	586,585	- 3.0
5. Millinery	114,566	105,069	- 8.3
6. Women's and children's apparel -(Total, 1-5) ...	2,603,149	2,496,266	- 4.1
7. Men's and boys' clothing and furnishings	1,201,940	1,150,026	- 4.3
8. Drugs and toilet articles and preparations	549,029	524,372	- 4.5
9. Piece goods	1,280,114	1,165,057	- 9.0
10. Smallwares	580,356	555,259	- 4.3
11. Food and kindred products	1,721,438	1,651,401	- 4.1
12. Furniture (including mattresses, springs)	1,103,967	972,796	- 11.9
13. Home furnishings	1,074,929	932,096	- 13.3
14. Household appliances and electrical supplies ...	399,846	399,747	(a)
15. Hardware and kitchen utensils	545,903	506,374	- 7.2
16. Radios, musical instruments and supplies	237,211	251,582	+ 6.1
17. Shoes and other footwear	768,292	698,280	- 9.1
18. Stationery, books and magazines	238,668	241,214	+ 1.1
19. All other departments, total	1,485,625	1,419,750	- 4.4

(a) Decrease is less than 0.1 per cent.

INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)



CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 9 No. 3

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

MARCH 1939

Including ~~some~~ revisions to trend of annual sample

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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

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MONTHLY INDEXES OF RETAIL SALES IN CANADA, MARCH, 1939

Dollar volume of retail trade in Canada gained 18 per cent in March over the immediately preceding month and was only 1 per cent lower than in March last year according to composite figures for twelve lines of retail business dealing mainly in foods, clothing and house furnishings. The unadjusted index of sales (on the base 1930 = 100) stands at 72.4 for March, 1939, 61.4 for February, 1939 and 73.3 for March, 1938. March and April comparisons of retail trade are impaired by the shifting date of Easter. Easter Sunday occurred on April 16th in 1938 and on April 9th this year. Consequently a greater proportion of the Easter trade was presumably transacted in March this year than last although the prolongation of winter conditions this year was undoubtedly an offsetting factor. After making adjustments for number of business days, normal seasonal variations and an arbitrary adjustment for the changing date of Easter, sales in March were approximately maintained at the February level and were 5.3 per cent lower than in March last year.

Three of the twelve groups recorded increased sales over March, 1938. Drug store sales were up by 6 per cent; grocery and meat store sales gained 3 per cent, while furniture store sales were also fractionally higher. Candy store sales were the same as in March, 1938. The department store and variety store groups were down by and 1 per cent respectively. Men's clothing stores sales declined 13 per cent, wo- men's clothing stores, 9 per cent, while boot and shoe store sales recorded a decrease of 17 per cent. Hardware store sales were down 6 per cent, music and radio store sales, 17 per cent, while restaurant receipts were down by 8 per cent.

Results on a regional basis are now available for six lines of business. Drug store sales averaged higher in March this year than last in all provinces, gains for the various regions being as follows: Quebec, 10 per cent; Prairie Provinces, 7 per cent; Ontario, 5 per cent; Maritime Provinces, 4 per cent and British Columbia, per cent. Department store sales were unchanged in Ontario in March this year compar- ed with last, gained slightly in British Columbia and were slightly lower in the Prairie Provinces and Quebec. Less favorable economic conditions in the Maritime Provinces were reflected in a decline of 9 per cent for that region.

Both men's and women's clothing store sales fell off to a greater degree in Ontario than in other regions of the country. Men's clothing store sales in Ontario were 17 per cent lower in March this year than last while women's clothing store sales were down 13 per cent in the same comparison.

An 11 per cent increase in grocery and meat store sales over March, 1938 was recorded for the province of Quebec. Grocery and meat indexes are computed from re- turns from chain store companies only. Allowances are made to allow for the opening and closing of branches so that the resulting indexes are intended to reflect the trend of sales for a constant number of stores. The marked reduction in number of chain units operated in the province of Quebec has undoubtedly led to the transference of some busi- ness from closed units to continuing branches. Such a tendency would tend to give the index numbers for recent months a favorable bias.

Footnote:- Some of the indexes contained in this bulletin have been revised since the February report. See next page for section: " Revision of Monthly Indexes to Census Trend."

Revision of Monthly Indexes to Census Trend

The Internal Trade Branch of the Dominion Bureau of Statistics issues two series of reports on retail trade. In the first place there are annual bulletins showing estimated dollar sales by provinces and kinds of business, computed from the results of the complete Census of Merchandising Establishments for 1930 and annual trends derived from returns submitted by all chain store companies and a representative number of independent firms. The independent stores included in the annual surveys are, in the main, those which had annual sales of $20,000 or more in 1930 and which have continued in business until the present time. A number of firms which have commenced business since 1930 are also included.

Monthly indexes of sales are also published. The monthly series is restricted to twelve lines of trade and is based on returns from chain store companies operating in these fields supplemented, in some instances, by returns from a smaller number of independents than report for the annual surveys. Monthly indexes for the following lines of trade are based on chain reports only: shoe stores, candy stores, variety stores, grocery and meat stores, restaurants. Indexes for the other seven lines are compiled from returns for both chains and independents.

For some lines of business there is a close correspondence in trends from the annual and monthly series. For other lines there is considerable divergence. Since it is possible to secure a larger sample of firms for the annual than for the monthly reports it is reasonable to suppose that the results of the former are the more accurate.

During recent months the Bureau has undertaken the adjustment of the monthly indexes for trades whose trends departed materially from the annual figures so that annual averages from the two series would correspond. Lines of business for which indexes have been revised are as follows: men's clothing stores, women's clothing stores, restaurants, drug stores and music and radio stores. Changes in these indexes introduced minor revisions in the general index for the twelve lines of trade.

Revised indexes are introduced in this issue of the monthly report. The complete series from 1929 to 1938, adjusted to the annual trend, will be shown in a special report "Summary of Monthly Indexes of Retail Sales, 1929 - 1938". This bulletin will be issued in May.

Comparison of Retail Sales in Canada, for 1938 and 1939
by Kinds of Business

Kind of Business	March, 1939 + or - p.c. compared with			Cumulative Indexes
	March 1930	March 1938	February 1939	Jan.-Mar.,1939 / Jan.-Mar.,1938
General Index	- 23.5	- 1.2	+ 17.9	- 3.0
Boots and Shoes	- 45.2	- 16.8	+ 51.1	- 16.5
Candy	- 51.9	(a)	- 11.2	- 5.4
Men's Clothing	- 45.0	- 12.8	+ 22.5	- 9.7
Women's Clothing	- 31.1	- 8.7	+ 46.3	- 7.5
Departmental	- 26.3	- 2.0	+ 20.3	- 3.9
Drugs	- 14.7	+ 5.8	+ 11.3	+ 2.8
Furniture	- 31.1	+ 0.1	+ 11.3	- 5.0
Groceries and Meats ..	- 9.4	+ 3.3	+ 14.4	+ 0.2
Hardware	- 28.9	- 5.9	+ 26.2	- 3.0
Music and Radio	- 49.0	- 17.3	+ 19.6	- 19.3
Restaurant	- 40.9	- 8.0	+ 15.5	- 8.8
Variety	- 17.7	- 1.0	+ 14.9	- 2.0

(a) Unchanged.

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index(1)			Boots and Shoes			Candy			Men's Clothing(2)(1)			Women's Clothing(1)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
March, 1929	110.0	108.5	110.7	137.9	133.7	148.6	149.5	144.2	110.9	156.0	152.8	152.8	107.6	105.4	114.6
March, 1930	94.6	91.3	102.5	89.6	84.4	115.6	92.4	89.8	105.7	100.0	95.8	122.8	85.4	81.8	107.6
March, 1931	87.1	87.4	94.0	76.2	76.5	88.9	68.3	70.1	82.4	82.2	83.1	93.4	82.6	83.5	99.4
March, 1932	73.0	73.1	74.6	64.3	64.8	72.0	99.0	98.0	75.4	61.5	62.1	62.1	68.4	69.1	75.1
March, 1933	61.6	59.2	66.5	45.7	44.3	58.3	44.0	43.1	50.8	52.7	50.7	65.0	50.5	48.5	63.8
March, 1934	69.7	66.5	67.9	73.8	69.4	77.1	84.2	78.8	60.6	67.3	64.0	64.0	63.8	60.6	65.9
March, 1935	67.6	64.4	72.4	61.2	57.6	78.9	52.2	50.3	59.2	58.2	54.9	70.4	57.6	54.3	71.4
March, 1936	66.9	67.2	73.8	61.4	61.7	78.1	47.5	48.7	57.2	59.3	59.9	76.8	58.2	58.8	68.4
March, 1937	75.5	76.1	77.7	62.8	63.3	70.3	85.3	84.7	65.2	71.2	72.5	83.3	69.2	70.5	76.6
March, 1938	73.3	71.1	79.9	59.0	57.7	76.9	44.4	43.9	51.7	63.1	61.3	78.6	64.4	62.6	72.8
March, 1939	72.4	69.6	75.7	49.1	47.8	55.5	44.4	44.0	51.8	55.0	52.9	66.1	58.8	56.6	65.0
1938															
April	86.1	85.1	78.1	91.9	89.1	75.5	77.7	74.9	57.6	91.2	89.3	80.5	98.1	96.1	75.1
May	80.1	82.5	78.5	76.5	78.7	64.0	54.8	56.1	57.2	71.9	74.7	72.5	69.2	71.9	67.2
June	83.3	83.0	82.2	110.2	110.3	76.6	43.6	44.3	57.5	84.1	84.0	79.2	79.5	79.4	70.3
July	71.7	70.6	80.3	74.6	72.4	77.0	48.5	46.7	55.6	64.9	63.6	78.5	58.2	57.0	67.1
August	70.1	68.3	78.5	53.3	52.1	68.6	47.9	47.6	50.6	56.7	55.5	76.0	51.4	50.3	71.9
September	81.1	82.4	80.8	80.4	82.8	80.3	51.8	52.4	56.3	78.6	79.7	79.7	68.7	69.7	71.9
October	87.0	86.1	80.5	76.6	74.3	76.6	52.9	51.3	54.0	94.8	92.9	74.3	87.4	85.6	69.6
November	83.8	83.9	79.1	75.1	75.7	74.2	44.6	45.5	53.0	95.5	95.7	77.8	79.5	79.7	71.8
December	112.6	107.0	78.1(f)	104.4	98.3	61.5	109.1	104.8	56.3	130.3	122.0	73.5(f)	111.1	104.0	67.1
1939															
January	62.1	63.9	77.9	38.5	40.0	74.0	37.5	38.5	53.5	55.1	57.0	80.3	48.6	50.3	76.2(f)
February	61.4	65.6	75.4	32.5	34.6	64.0(f)	50.0	54.3	54.3(f)	44.9	47.8	75.8	40.2	42.8	72.6
March	72.4	69.6	75.7	49.1	47.8	55.5	44.4	44.0	51.8	55.0	52.9	66.1	58.8	56.6	65.0

(1) Revised to census trend. See explanation in summary.
(2) Includes men's furnishings.
(f) Final figures.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental			Drugs(1)			Furniture			Groceries and Meats(2)		
	A	B	C	A	B	C	A	B	C	A	B	C
March, 1929	101.5	102.6	105.7	109.0	106.3	105.2	128.5	128.8	148.1	108.8	105.2	105.2
March, 1930	88.5	86.4	97.1	107.1	105.4	104.4	97.0	93.9	107.9	100.9	95.7	99.7
March, 1931	86.6	85.9	93.3	93.7	94.4	93.5	78.5	77.8	89.4	94.6	96.2	98.1
March, 1932	69.2	68.6	70.7	90.9	89.1	88.2	56.9	56.3	64.8	84.7	86.1	86.1
March, 1933	59.4	56.5	63.5	75.5	73.8	73.1	48.1	46.0	52.9	75.0	72.2	75.2
March, 1934	67.1	65.3	68.0	81.1	77.5	76.7	61.9	59.9	68.8	78.7	73.8	73.8
March, 1935	61.4	59.7	67.1	82.6	80.5	79.7	62.2	60.2	69.2	81.6	75.9	79.1
March, 1936	62.5	61.9	72.0	78.6	79.2	81.6	62.1	61.4	70.6	78.1	79.5	81.9
March, 1937	70.8	70.5	76.6	88.2	87.1	89.8	78.1	77.3	88.9	84.7	87.3	87.3
March, 1938	66.5	63.5	75.5	86.4	84.7	87.3	66.7	63.8	73.4	88.5	86.6	90.2
March, 1939	65.2	62.0	71.3	91.4	89.4	92.2	66.8	64.0	73.6	91.4	88.1	90.8
1938												
April	79.6	80.5	75.9	87.6	86.5	88.3	89.5	89.6	76.6	93.7	90.7	84.7
May	73.0	74.9	73.5	83.9	84.5	88.0	96.7	99.3	78.8	85.4	89.1	86.5
June	77.6	76.6	74.4	84.3	85.4	89.0	78.0	77.2	78.0	88.5	88.7	88.7
July	56.6	57.3	75.3	87.2	85.0	88.5	58.2	58.3	74.7	83.8	81.1	82.8
August	62.4	59.8	74.7	88.2	87.1	88.9	74.8	71.6	71.6	76.0	75.3	81.8
September	78.4	79.9	76.8	89.7	90.6	88.8	85.2	87.4	72.9	84.8	85.7	85.7
October	87.9	88.9	77.3	94.2	92.7	90.9	93.8	94.0	83.9	86.3	83.6	83.6
November	90.4	89.6	78.6	86.3	87.4	87.4	83.2	82.4	81.5	82.0	82.8	83.7
December	131.5	127.4	78.6	113.4	108.4	87.4	96.9	93.8	84.5	101.6	93.7	84.4(f)
1939												
January	54.2	55.7	75.2(f)	83.2	83.8	90.1(f)	48.6	49.9	75.6	78.0	81.1	84.4
February	54.2	57.7	72.2	82.1	89.2	91.0	60.0	64.0	77.1(f)	79.9	85.1	86.9
March	65.2	62.0	71.3	91.4	89.4	92.2	66.8	64.0	73.6	91.4	88.1	90.8

(f) Final figures
(1) Revised to census trend. See explanation in summary.
(2) Indexes of grocery and meat store sales have been revised from January, 1936.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware			Music and Radio(1)			Restaurants(1)			Variety		
	A	B	C	A	B	C	A	B	C	A	B	C
March, 1929	88.1	90.3	128.9	114.6	117.3	150.4	112.2	110.1	113.5	103.8	100.8	121.5
March, 1930	83.4	82.1	117.3	92.2	90.7	116.3	101.1	99.5	102.6	84.2	79.6	100.8
March, 1931	78.1	76.9	109.9	76.3	75.1	95.1	85.2	84.7	87.3	77.5	77.9	97.4
March, 1932	51.8	51.1	73.0	50.2	49.4	61.0	66.6	65.3	67.3	72.3	72.7	87.6
March, 1933	40.9	38.8	55.5	38.5	36.5	44.5	55.3	54.1	55.8	60.4	58.7	74.2
March, 1934	48.7	48.0	68.6	42.2	41.5	50.6	59.8	57.9	59.7	76.1	71.7	87.4
March, 1935	49.4	48.7	69.6	50.9	50.1	61.1	59.1	58.0	59.8	67.5	63.7	80.6
March, 1936	52.9	52.0	74.2	49.6	48.8	60.2	62.9	62.5	64.4	65.1	65.5	81.8
March, 1937	61.4	60.3	86.2	59.4	58.4	72.1	68.1	66.8	68.9	79.6	80.4	96.9
March, 1938	63.0	59.5	85.0	56.8	53.8	66.4	64.9	63.7	65.7	70.0	68.3	86.5
March, 1939	59.3	56.2	80.2	47.0	44.6	55.0	59.7	58.4	60.2	69.3	67.3	84.2
1938												
April	88.6	90.5	87.0	64.7	66.2	71.2	62.5	62.5	61.9	91.0	88.4	95.1
May	111.3	113.7	83.6	72.2	73.9	64.8	62.1	61.7	61.7	86.6	89.7	89.7
June	106.9	104.9	88.2	59.3	58.3	64.1	59.7	60.5	59.9	95.1	95.4	92.6
July	93.2	95.2	86.5	49.0	50.1	64.2	63.1	61.9	60.1	92.2	89.6	89.6
August	96.2	91.0	88.3	53.9	51.1	66.4	66.5	65.2	61.5	81.8	80.1	87.1
September	97.9	100.0	83.3	73.5	75.2	63.2	63.6	64.3	61.2	88.8	91.2	94.0
October	100.8	103.0	89.5	79.1	80.9	64.2	62.3	61.3	61.3	98.8	96.0	96.0
November	89.7	88.1	88.1	70.3	69.2	55.4	60.7	61.5	64.1	92.7	93.3	92.3
December	92.6	90.9	81.2(f)	89.0	87.6	63.5	64.8	62.8	61.6	188.0	176.7	88.3
1939												
January	51.1	52.3	95.1	42.3	43.3	54.8(f)	56.2	55.9	60.1(f)	59.6	61.7	97.9(f)
February	47.0	50.1	89.4	39.3	41.9	53.0	51.7	56.2	58.5	60.3	64.3	89.3
March	59.3	56.2	80.2	47.0	44.6	55.0	59.7	58.4	60.2	69.3	67.3	84.2

(f) Final figures

(1) Revised to census trend. See explanation in summary.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Variety Stores						
March, 1936	72.3	64.5	72.3	74.4	69.5	72.0
March, 1937	88.5	83.6	89.9	89.3	86.0	93.1
March, 1938	77.9	74.3	78.4	78.4	76.5	84.1
March, 1939	77.0	70.5	83.3	74.6	70.8	87.3
1938						
October	109.8	111.6	118.9	103.6	122.3	107.9
November	103.0	105.1	107.1	99.8	107.8	108.2
December	209.0	226.3	198.7	207.8	202.9	248.2
1939						
January	66.2(f)	60.4	71.2	64.4	62.0	74.1
February	67.0	62.0	69.6	66.0	61.3	79.3
March	77.0	70.5	83.3	74.6	70.8	87.3
% Change, March, 1939 / March, 1938 ...	- 1.0	- 5.1	+ 6.3	- 4.8	- 7.5	+ 3.8
% Change, Jan.-Mar., 1939 / Jan.-Mar., 1938	- 2.0	- 5.9	+ 1.4	- 4.5	- 6.5	+ 3.0
Department Stores						
March, 1936	83.3	79.4	87.4	83.8	80.3	84.5
March, 1937	94.3	87.4	99.7	93.5	91.4	99.4
March, 1938	88.6	79.5	97.9	88.4	84.3	90.6
March, 1939	87.0	72.0	96.2	88.3	81.8	92.5
1938						
October	117.1	102.8	116.5	109.1	131.9	117.0
November	120.3	108.3	120.4	118.6	131.2	108.4
December	175.1	172.0	189.9	178.2	163.0	174.5
1939						
January	72.3(f)	64.6	84.0	71.1	68.9	74.5
February	72.2	64.2	77.3	73.0	68.6	76.9
March	87.0	72.0	96.2	88.3	81.8	92.5
% Change, March, 1939 / March, 1938 ...	- 2.0	- 9.4	- 1.7	- 0.1	- 3.0	+ 2.1
% Change, Jan.-Mar., 1939 / Jan.-Mar., 1938	- 3.9	- 9.0	- 2.5	- 3.6	- 2.9	- 2.2
Drug Stores						
March, 1936	94.2	92.0	100.5	94.6	89.1	90.7
March, 1937	105.8	109.0	110.5	106.8	99.0	101.5
March, 1938	103.6	102.9	109.6	104.4	94.9	104.3
March, 1939	109.6	106.6	120.4	109.4	101.6	105.9
1938						
October	113.0	108.1	111.9	108.2	126.0	119.1
November	103.5	99.4	107.7	103.3	102.0	101.3
December	136.0	136.9	125.9	137.0	141.6	141.0
1939						
January	99.8(f)	97.2	104.4	100.4	94.2	100.7
February	98.5	99.9	111.9	98.3	87.6	91.7
March	109.6	106.6	120.4	109.4	101.6	105.9
Change, March, 1939 / March, 1938 ...	+ 5.8	+ 3.6	+ 9.9	+ 4.8	+ 7.1	+ 1.5
Change, Jan.-Mar., 1939 / Jan.-Mar., 1938	+ 2.8	+ 2.3	+ 6.9	+ 2.1	+ 2.2	- 0.5

(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores(x)						
March, 1936	75.1	76.3	78.7	76.5	69.9	66.8
March, 1937	90.2	90.0	87.5	92.3	88.4	86.9
March, 1938	80.0	82.1	73.9	83.4	82.0	70.8
March, 1939	69.7	68.0	68.1	68.9	74.3	73.5
1938						
October	120.2	103.0	104.7	113.9	173.0	114.9
November	121.1	111.9	111.5	119.3	149.2	110.3
December	165.2(f)	175.8	144.3	173.8	151.1	174.3
1939						
January	69.8	66.5	68.5	72.4	63.6	72.6
February	56.9	59.0	54.3	59.3	50.2	59.4
March	69.7	68.0	68.1	68.9	74.3	73.5
% Change, March, 1939 / March, 1938 ...	-12.8	-17.2	- 7.8	-17.4	- 9.4	+ 3.8
% Change, Jan.-Mar., 1939 / Jan.-Mar., 1938	- 9.7	-17.2	- 9.5	-10.6	- 8.6	- 1.1
Women's Clothing Stores						
March, 1936	81.8	75.8	81.0	81.1	83.6	85.5
March, 1937	97.2	87.7	83.4	96.6	102.4	117.8
March, 1938	90.5	83.6	79.6	92.7	94.0	98.7
March, 1939	82.6	76.9	74.6	80.9	90.5	105.1
1938						
October	122.7	122.5	114.8	118.6	145.0	118.2
November	111.7	117.1	99.5	112.5	125.5	103.3
December	156.0	179.7	138.0	161.8	155.0	146.1
1939						
January	68.3(f)	82.0	60.8	69.5	71.5	72.1
February	56.5	56.9	56.9	56.1	53.9	60.9
March	82.6	76.9	74.6	80.9	90.5	105.1
Change, March, 1939 / March, 1938 ...	- 8.7	- 8.0	- 6.3	-12.7	- 3.7	+ 6.5
Change, Jan.-Mar., 1939 / Jan.-Mar., 1938	- 7.5	- 8.2	- 7.8	- 9.7	- 2.0	+ 2.5
Grocery and Meat Stores						
March, 1936	98.4	(a)	107.8	96.2	88.4	91.3
March, 1937	106.8	(a)	108.1	106.8	100.3	112.7
March, 1938	111.6	(a)	111.4	114.7	101.8	111.3
March, 1939	115.2	(a)	123.4	119.5	92.7	96.8
1938						
October	108.8	(a)	110.9	109.5	107.2	99.8
November	103.4	(a)	106.4	106.0	94.4	92.3
December	128.1(f)	(a)	131.9	134.9	108.4	108.1
1939						
January	98.4	(a)	104.8	102.8	78.2	83.0
February	100.8	(a)	108.8	104.1	81.1	84.5
March	115.2	(a)	123.4	119.5	92.7	96.8
Change, March, 1939 / March, 1938 ...	+ 3.3	(a)	+10.8	+ 4.2	- 8.9	-13.0
Change, Jan.-Mar., 1939 / Jan.-Mar., 1938	+ 0.2	(a)	+ 5.5	+ 1.3	- 9.1	-14.4

) Figures for the Maritime Provinces are withheld to avoid disclosing individual erations. (f) Final figures. (x) Includes men's furnishings.

DEPARTMENTAL STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
MARCH, 1938 AND MARCH, 1939
(Based on sales of 19 firms)

	March 1938 $	March 1939 $	% Change 1939/38
TOTAL SALES, ALL DEPARTMENTS	15,044,250	14,983,241	- 0.4
1. Women's dresses, coats and suits	1,622,178	1,735,771	+ 7.0
2. Girls' and infants' wear	417,274	416,744	- 0.1
3. Hosiery and gloves	681,485	674,337	- 1.0
4. Lingerie and corsets	639,763	663,731	+ 3.7
5. Millinery	259,887	263,618	+ 1.4
6. Women's and children's apparel -(Total, 1-5) ...	3,620,587	3,754,201	+ 3.7
7. Men's and boys' clothing and furnishings	1,562,264	1,521,182	- 2.6
8. Drugs and toilet articles and preparations	499,811	493,865	- 1.2
9. Piece goods	1,227,922	1,201,670	- 2.1
10. Smallwares	535,185	553,519	+ 3.4
11. Food and kindred products	1,564,693	1,517,628	- 3.0
12. Furniture (including mattresses, springs)	718,929	729,454	+ 1.5
13. Home furnishings	1,029,502	998,083	- 3.1
14. Household appliances and electrical supplies ...	378,610	399,699	+ 5.6
15. Hardware and kitchen utensils	561,280	539,672	- 3.8
16. Radios, musical instruments and supplies	215,951	212,961	- 1.4
17. Shoes and other footwear	1,171,152	1,122,804	- 4.1
18. Stationery, books and magazines	221,514	240,634	+ 8.6
19. All other departments, total	1,736,850	1,697,869	- 2.2

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

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MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

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MONTHLY INDEXES OF RETAIL SALES IN CANADA, APRIL, 1939

Retail trade in Canada during April, 1939, advanced 12 per cent over March, but declined 5 per cent below April, 1938, according to composite figures for twelve lines of business. Unadjusted indexes (on the base 1930 = 100) were 81.9 for April, 1939, 86.1 for April, 1938, and 72.9 for March, 1939. Easter occurred one week earlier this year than last. The consequent transaction of a smaller proportion of the Easter trade in April this year than in the same month last year was an important factor contributing to the 5 per cent decline below April, 1938. There was also one more business day in April last year than this. After adjustment for differences in number of business days, for normal seasonal variations and for the shifting date of Easter, the index for April, 1939, reached the highest point attained since last October. The index for April, 1939, was 79.2, 1 per cent above the 78.1 recorded for April, 1938, and 4 per cent above the March index of 76.2

Comparison of unadjusted monthly indexes for April of this year and last show that increases were recorded in only the candy and drug store groups, sales in the former being 5 per cent over April, 1938, and in the latter, 2 per cent. Grocery and meat store sales were down only 1 per cent; variety store sales, 5 per cent; department store sales and restaurant receipts, 7 per cent. A decline of 8 per cent occurred in furniture store sales, while music and radio store sales were 10 per cent lower. In the apparel groups, decreases were recorded amounting to 9 per cent for women's clothing stores, 12 per cent for men's clothing stores and 11 per cent for boot and shoe stores.

Although drug store sales were up fractionally in Quebec, a 16 per cent increase in the Prairie Provinces due to the sale of serum used in combating equine sleeping sickness is almost entirely responsible for the 2 per cent increase shown for Canada, as a whole. Sales in Ontario were down 1 per cent; in the Maritime Provinces, 2 per cent; and in British Columbia, 4 per cent.

Decreases in department store sales were most pronounced in the eastern regions of the country, sales in the Maritime Provinces declining 12 per cent; in Quebec, 11 per cent; and in Ontario, 8 per cent. Sales in British Columbia and the Prairie Provinces were down only 3 and 4 per cent respectively.

Results somewhat similar to those found for the department store group were also prevalent for most other groups for which indexes on a regional basis are available. Particularly is this true of the men's and women's clothing store groups where declines in the eastern sections were much higher than those registered by the western provinces.

In the grocery and meat store group, which averaged only 1 per cent below April, 1938, decreases were limited to the Prairie Provinces and British Columbia where sales were down 10 and 14 per cent respectively. An increase of 4 per cent occurred in Quebec, while sales in Ontario were also fractionally higher.

Aggregate sales of 19 department stores reporting sales by departments recorded declines below April, 1938 in all except the stationery and book department. Sales of men's and women's clothing were down 6 and 5 per cent respectively, while shoe sales were 7 per cent lower. Food sales in department stores fell off 8 per cent. In the household group, sales of radios and musical instruments declines 2 per cent; household appliances, 3 per cent; home furnishings, 10 per cent; hardware, 11 per cent; and furniture, 12 per cent.

Comparison of Retail Sales in Canada, for 1938 and 1939
by Kinds of Business

Kind of Business	April, 1939 + or - p.c. compared with			Cumulative Indexes
	April 1930	April 1938	March 1939	Jan.-April, 1939 / Jan.-April, 1938
General Index	- 23.9	- 4.9	+ 12.3	- 3.2
Boots and Shoes	- 33.7	- 10.9	+ 67.8	- 14.4
Candy	- 37.5	+ 4.6	+ 85.6	- 2.1
Men's Clothing	- 45.5	- 12.1	+ 45.0	- 10.5
Women's Clothing	- 28.8	- 9.3	+ 50.1	- 8.0
Departmental	- 30.1	- 7.3	+ 12.5	- 4.8
Drugs	- 12.3	+ 1.6	- 2.2	+ 2.4
Furniture	- 28.5	- 7.5	+ 26.4	- 6.3
Groceries and Meats .	- 12.3	- 0.9	+ 0.5	+ 0.2
Hardware	- 20.9	- 8.5	+ 36.3	- 4.9
Music and Radio	- 25.5	- 9.6	+ 10.6	- 8.2
Restaurant	- 40.7	- 6.6	- 2.0	- 8.3
Variety	- 6.5	- 4.6	+ 25.4	- 2.9

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index(1)			Boots and Shoes			Candy			Men's Clothing(1)(2)			Women's Clothing(1)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
April, 1929	109.4	109.9	109.9	132.9	133.4	129.5	93.5	95.9	112.8	151.9	153.5	133.5	109.1	110.2	102.0
April, 1930	107.6	111.6	102.3	123.5	128.6	107.2	130.0	132.8	102.1	147.1	153.5	112.0	125.0	130.4	105.2
April, 1931	95.3	98.3	93.6	104.2	107.6	100.5	107.5	109.3	84.1	112.8	117.2	93.0	107.3	111.5	96.1
April, 1932	78.0	74.6	74.6	88.9	83.6	81.2	61.3	59.1	69.5	73.1	69.0	60.0	84.1	79.3	73.4
April, 1933	67.4	69.1	63.4	72.7	72.7	62.1	80.5	80.3	61.7	85.6	87.2	63.6	70.9	72.2	58.2
April, 1934	67.7	70.0	70.0	71.0	73.0	70.8	55.2	58.2	68.4	70.4	73.2	63.7	67.2	69.8	64.6
April, 1935	73.6	76.6	70.3	83.1	86.1	71.8	78.9	80.8	62.2	90.0	94.7	69.1	76.7	80.7	65.1
April, 1936	75.5	77.9	72.8	81.5	84.1	73.8	83.8	85.2	65.5	82.1	85.3	76.8	90.0	93.5	73.0
April, 1937	82.6	81.8	81.8	81.2	80.9	78.6	47.7	48.4	56.9	85.8	85.0	83.3	88.5	87.7	71.9
April, 1938	86.1	85.1	78.1	91.9	89.1	75.5	77.7	74.9	57.6	91.2	89.3	80.5	98.1	96.1	75.1
April, 1939	81.9	83.9	79.2	81.9	82.1	76.7	81.3	81.2	62.4	80.2	81.7	75.0	89.0	90.6	71.4
1938															
May	80.1	82.5	78.5	76.5	78.7	64.0	54.8	56.1	57.2	71.9	74.7	72.5	69.2	71.9	67.2
June	83.3	83.0	82.2	110.2	110.3	76.6	43.6	44.3	57.5	84.1	84.0	79.2	79.5	79.4	70.3
July	71.7	70.6	80.3	74.6	72.4	77.0	48.5	46.7	55.6	64.9	63.6	78.5	58.2	57.0	67.1
August	70.1	68.3	78.5	53.3	52.1	68.6	47.9	47.6	50.6	56.7	55.5	76.0	51.4	50.3	71.9
September	81.1	82.4	80.8	80.4	82.8	80.3	51.8	52.4	56.3	78.6	79.7	79.7	68.7	69.7	71.9
October	87.0	86.1	80.5	76.6	74.3	76.6	52.9	51.3	54.0	94.8	92.9	74.3	87.4	85.6	69.6
November	83.8	83.9	79.1	75.1	75.7	74.2	44.6	45.5	53.0	95.5	95.7	77.8	79.5	79.7	71.8
December	112.6	106.9	78.0(f)	104.4	98.3	61.5	109.1	104.8	56.3	130.3	122.0	73.5	111.1	104.0	67.1
1939															
January	62.3	64.1	78.2	38.5	40.0	74.0	37.5	38.5	53.5	55.1	57.0	80.3	48.5	50.2	76.0
February	61.6	65.8	75.6	32.5	34.6	64.0	50.0	54.3	54.3	44.7	47.7	75.7(f)	40.3	42.9	72.7(f)
March	72.9	70.1	76.2	48.8	47.4	55.1(f)	43.8	43.5	51.1(f)	55.3	53.1	66.4	59.3	57.0	65.5
April	81.9	83.9	79.2	81.9	82.1	76.7	81.3	81.2	62.4	80.2	81.7	75.0	89.0	90.6	71.4

(1) Revised to census trend.
(2) Includes men's furnishings.
(f) Final figures.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental			Drugs(1)			Furniture			Groceries and Meats (2)		
	A	B	C	A	B	C	A	B	C	A	B	C
April, 1929	104.1	103.2	108.6	101.0	103.0	104.1	127.9	126.7	114.1	105.7	107.4	104.3
April, 1930	105.6	108.9	105.7	101.5	102.8	103.9	115.8	118.8	107.0	105.9	111.2	103.9
April, 1931	94.5	97.0	97.0	91.4	92.6	93.5	95.7	98.2	88.5	97.0	101.1	96.2
April, 1932	77.7	75.6	79.6	87.0	85.9	86.8	73.3	70.9	63.8	81.4	75.8	73.6
April, 1933	66.6	70.1	68.0	71.5	72.2	72.9	57.3	59.4	53.1	70.2	70.5	65.9
April, 1934	66.3	68.1	70.9	74.9	77.9	78.7	71.3	73.1	63.1	71.6	74.5	72.4
April, 1935	72.6	74.9	72.7	77.5	79.1	79.9	81.2	83.3	71.2	73.7	78.0	72.9
April, 1936	72.1	74.0	69.8	80.2	81.3	83.0	86.1	88.3	75.5	76.2	79.5	75.0
April, 1937	77.6	76.3	77.8	85.2	86.1	87.9	99.3	98.3	84.0	87.5	86.7	84.2
April, 1938	79.6	80.5	75.9	87.6	86.5	88.3	89.5	89.6	76.6	93.7	90.7	84.7
April, 1939	73.8	77.7	75.4	89.0	89.9	91.7	82.8	86.1	73.6	92.9	93.5	88.2
1938												
May	73.0	74.9	73.5	83.9	84.5	88.0	96.7	99.3	78.8	85.4	89.1	86.5
June	77.6	76.6	74.4	84.3	85.4	89.0	78.0	77.2	78.0	88.5	88.7	88.7
July	56.6	57.3	75.3	87.2	85.0	88.5	58.2	58.3	74.7	83.8	81.1	82.8
August	62.4	59.8	74.7	88.2	87.1	88.9	74.8	71.6	71.6	76.0	75.3	81.8
September	78.4	79.9	76.8	89.7	90.6	88.8	85.2	87.4	72.9	84.8	85.7	85.7
October	87.9	88.9	77.3	94.2	92.7	90.9	93.8	94.0	83.9	86.3	83.6	83.6
November	90.4	89.6	78.6	86.3	87.4	87.4	83.2	82.4	81.5	82.0	82.8	83.7
December	131.5	127.4	78.6	113.4	108.4	87.4	96.9	93.8	84.5	101.6	93.7	84.4
1939												
January	54.2	55.7	75.2(f)	83.2	83.8	90.1(f)	48.6	49.9	75.6	78.0	81.1	84.4(f)
February	54.2	57.7	72.2	82.2	89.3	91.1	60.0	64.0	77.1	80.0	85.2	87.0
March	65.6	62.4	71.7	91.0	89.0	91.8	65.5	62.8	72.2(f)	92.4	89.1	91.9
April	73.8	77.7	75.4	89.0	89.9	91.7	82.8	86.1	73.6	92.9	93.5	88.2

(1) Revised to census trend. (2) Indexes of grocery and meat store sales have been revised from January, 1936.
(f) Final figures.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware			Music and Radio(1)			Restaurants(1)			Variety		
	A	B	C	A	B	C	A	B	C	A	B	C
April, 1929	115.3	113.6	109.2	106.4	104.7	141.5	109.6	111.1	110.0	99.8	100.3	112.7
April, 1930	102.5	105.0	101.0	78.5	80.3	108.5	98.5	99.9	98.9	92.8	96.4	103.6
April, 1931	90.4	92.6	89.0	64.2	65.7	87.6	84.4	85.6	84.8	92.2	95.3	103.6
April, 1932	75.5	74.4	71.6	47.9	47.1	62.0	66.9	66.9	66.2	80.7	76.1	85.5
April, 1933	59.7	63.7	61.3	35.3	37.6	47.0	54.6	55.5	55.0	73.9	74.1	79.6
April, 1934	67.1	68.8	66.1	39.2	40.1	49.5	57.4	59.0	58.4	69.8	72.2	80.2
April, 1935	73.7	75.5	72.6	46.8	47.9	59.1	58.8	59.6	59.0	77.9	80.9	87.0
April, 1936	76.4	78.0	75.0	55.5	56.8	61.1	61.7	62.6	62.0	80.4	83.2	90.5
April, 1937	92.1	90.4	87.0	66.9	65.8	70.8	67.1	67.8	67.1	80.1	79.9	89.8
April, 1938	88.6	90.5	87.0	64.7	66.2	71.2	62.5	62.5	61.9	91.0	88.4	95.1
April, 1939	81.1	86.4	83.1	58.5	62.3	67.0	58.4	59.4	58.8	86.8	87.0	94.6
1938												
May	111.3	113.7	83.6	72.2	73.9	64.8	62.1	61.7	61.7	86.6	89.7	89.7
June	106.9	104.9	88.2	59.3	58.3	64.1	59.7	60.5	59.9	95.1	95.4	92.6
July	93.2	95.2	86.5	49.0	50.1	64.2	63.1	61.9	60.1	92.2	89.6	89.6
August	96.2	91.0	88.3	53.9	51.1	66.4	66.5	65.2	61.5	81.8	80.1	87.1
September	97.9	100.0	83.3	73.5	75.2	63.2	63.6	64.3	61.2	88.8	91.2	94.0
October	100.8	103.0	89.5	79.1	80.9	64.2	62.3	61.3	61.3	98.8	96.0	96.0
November	89.7	88.1	88.1	70.3	69.2	55.4	60.7	61.5	64.1	92.7	93.3	92.3
December	92.6	90.9	81.2(f)	87.0	85.6	62.0	64.8	62.8	61.6	188.0	176.7	88.3
1939												
January	51.3	52.5	95.5	49.4	50.6	64.0	56.2	55.9	60.1	59.6	61.7	97.9
February	46.7	49.8	88.9	45.0	48.0	60.8(f)	51.6	56.1	58.4	60.3	64.3	89.3(f)
March	59.5	56.4	80.6	52.9	50.1	61.9	59.6	58.3	60.1(f)	69.2	67.3	84.1
April	81.1	86.4	83.1	58.5	62.3	67.0	58.4	59.4	58.8	86.8	87.0	94.6

(1) Revised to census trend.
(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936=100)

Year and Month	CANADA.	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
April, 1936	95.9	91.8	99.0	96.2	94.4	96.7
April, 1937	103.2	99.7	110.6	104.1	99.2	101.5
April, 1938	106.0	101.9	121.4	106.2	98.2	104.6
April, 1939	98.4	89.7	108.2	98.0	94.7	101.7
1938						
November	120.3	108.3	120.4	118.6	131.2	108.4
December	175.1	172.0	189.9	178.2	163.0	174.5
1939						
January	72.3(f)	64.6	84.0	71.1	68.9	74.5
February	72.3	64.2	77.3	73.0	68.6	77.0
March	87.4	72.5	96.7	88.7	82.6	92.7
April	98.4	89.7	108.2	98.0	94.7	101.7
% Change, April, 1939 / April, 1938	- 7.3	-12.0	-10.9	- 7.7	- 3.6	- 2.8
% Change, Jan.-April, 1939 / Jan.-April, 1938	- 4.8	- 9.8	- 5.0	- 4.8	- 2.8	- 2.3
Variety Stores						
April, 1936	89.4	82.4	92.3	90.2	86.7	88.6
April, 1937	89.0	83.1	94.3	88.3	89.4	89.3
April, 1938	101.1	96.6	107.8	100.0	98.9	104.0
April, 1939	96.5	92.0	104.4	93.0	92.7	102.8
1938						
November	103.0	105.1	107.1	99.8	107.8	108.2
December	209.0	226.3	198.7	207.8	202.9	248.2
1939						
January	66.2	60.4	71.2	64.4	62.0	74.1
February	67.0(f)	62.0	69.6	66.0	61.3	79.3
March	76.9	70.4	83.4	74.5	70.8	87.3
April	96.5	92.0	104.4	93.0	92.7	102.8
% Change, April, 1939 / April, 1938	- 4.6	- 4.8	- 3.2	- 7.0	- 6.3	- 1.2
% Change, Jan.-April, 1939 / Jan.-April, 1938	- 2.9	- 5.6	- 0.1	- 5.3	- 6.4	+ 1.7
Drug Stores						
April, 1936	96.2	94.7	97.9	96.1	96.0	94.7
April, 1937	102.1	103.5	104.9	101.5	100.2	102.6
April, 1938	105.0	106.5	107.5	105.0	101.2	106.6
April, 1939	106.7	104.0	108.0	103.5	117.1	102.2
1938						
November	103.5	99.4	107.7	103.3	102.0	101.3
December	136.0	136.9	125.9	137.0	141.6	141.0
1939						
January	99.8	97.2	104.4	100.4	94.2	100.7
February	98.6(f)	99.9	111.7	98.3	88.3	91.8
March	109.1	105.1	119.2	109.0	102.9	103.6
April	106.7	104.0	108.0	103.5	117.1	102.2
% Change, April, 1939 / April, 1938	+ 1.6	- 2.3	+ 0.5	- 1.4	+15.7	- 4.1
% Change, Jan.-April, 1939 / Jan.-April, 1938	+ 2.4	+ 0.7	+ 4.9	+ 1.1	+ 6.3	- 2.0

(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936=100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores(x)						
April, 1936	104.1	100.2	105.0	106.7	101.3	93.5
April, 1937	108.7	99.7	119.1	109.3	105.6	93.4
April, 1938	115.6	125.6	120.9	117.3	107.2	98.2
April, 1939	101.7	101.5	101.9	103.6	103.3	88.8
1938						
November	121.1	111.9	111.5	119.3	149.2	110.3
December	165.2	175.8	144.3	173.8	151.1	174.3
1939						
January	69.8	66.5	68.5	72.4	63.6	72.6
February	56.7(f)	58.9	53.8	59.3	50.2	59.4
March	70.0	67.1	68.7	69.3	75.2	72.6
April	101.7	101.5	101.9	103.6	103.3	88.8
% Change, April, 1939 / April, 1938	-12.1	-19.2	-15.7	-11.7	- 3.6	- 9.6
% Change, Jan.-April, 1939 / Jan.-April, 1938 ...	-10.5	-18.2	-11.7	-10.9	- 6.6	- 4.1
Women's Clothing Stores						
April, 1936	126.4	114.6	132.6	124.6	129.8	124.0
April, 1937	124.3	110.9	149.5	120.5	121.2	106.4
April, 1938	137.8	145.2	147.4	133.5	137.2	132.2
April, 1939	125.0	122.9	124.0	124.2	124.5	133.4
1938						
November	111.7	117.1	99.5	112.5	125.5	103.3
December	156.0	179.7	138.0	161.8	155.0	146.1
1939						
January	68.1	82.0	60.8	69.2	71.5	72.1
February	56.5(f)	56.8	57.0	56.2	54.0	60.9
March	83.2	76.9	75.3	82.5	89.9	102.2
April	125.0	122.9	124.0	124.2	124.5	133.4
% Change, April, 1939 / April, 1938	- 9.3	-15.4	-15.9	- 7.0	- 9.3	+ 0.9
% Change, Jan.-April, 1939 / Jan.-April, 1938 ...	- 8.0	-11.0	-10.9	- 8.3	- 4.9	+ 1.2
Grocery and Meat Stores						
April, 1935	93.0	(a)	98.5	93.3	84.2	90.8
April, 1936	96.1	(a)	99.7	95.9	90.4	92.7
April, 1937	110.4	(a)	110.7	109.1	111.2	115.1
April, 1938	118.1	(a)	120.8	119.9	108.1	114.4
April, 1939	117.1	(a)	125.9	120.1	97.8	98.9
1938						
November	103.4	(a)	106.4	106.0	94.4	92.3
December	128.1	(a)	131.9	134.9	108.4	108.1
1939						
January	98.4(f)	(a)	104.8	102.8	78.3	83.0
February	100.9	(a)	109.1	104.1	81.1	84.5
March	116.5	(a)	128.0	119.3	92.6	96.6
April	117.1	(a)	125.9	120.1	97.8	98.9
% Change, April, 1939 / April, 1938	- 0.9	(a)	+ 4.2	+ 0.2	- 9.5	-13.5
% Change, Jan.-April, 1939 / Jan.-April, 1938 ...	+ 0.2	(a)	+ 6.3	+ 1.0	- 9.2	-14.2

(x) Includes men's furnishings. (a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations. (f) Final figures.

DEPARTMENTAL STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

APRIL, 1938 AND APRIL, 1939

(Based on sales of 19 firms)

	April 1938	April 1939	% Change 1939/38
	$	$	
TOTAL SALES, ALL DEPARTMENTS ..	19,165,839	17,890,267	- 6.7
1. Women's dresses, coats and suits ..	2,295,575	2,184,415	- 4.8
2. Girls' and infants' wear	623,251	576,547	- 7.5
3. Hosiery and gloves	925,858	859,405	- 7.2
4. Lingerie and corsets	698,326	679,894	- 2.6
5. Millinery	463,422	434,813	- 6.2
6. Women's and children's apparel - (Total, 1-5)	5,006,432	4,735,074	- 5.4
7. Men's and boys' clothing and furnishings	2,133,634	1,997,612	- 6.4
8. Drugs and toilet articles and preparations	515,658	495,687	- 3.9
9. Piece goods	1,179,991	1,060,730	-10.1
10. Smallwares	581,481	558,714	- 3.9
11. Food and kindred products	1,970,450	1,810,106	- 8.1
12. Furniture (including mattresses, springs)	965,431	848,673	-12.1
13. Home furnishings	1,385,098	1,250,723	- 9.7
14. Household appliances and electrical supplies	504,041	487,847	- 3.2
15. Hardware and kitchen utensils	816,822	728,396	-10.8
16. Radios, musical instruments and supplies	204,677	200,801	- 1.9
17. Shoes and other footwear	1,618,705	1,511,591	- 6.6
18. Stationery, books and magazines ...	209,932	210,420	+ 0.2
19. All other departments, total	2,073,487	1,993,893	- 3.8

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 9 No. 5

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

MAY 1939

Published by Authority of the HON. W.D. EULER, M.P.,
Minister of Trade and Commerce.

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MONTHLY INDEXES OF RETAIL SALES IN CANADA, MAY, 1939

Influence of the Royal Visit was reflected in retail trade in Canada in ay when dollar sales for twelve lines of business for which figures are available anged 6 per cent above May, 1938, and were also 4 per cent above the immediately preeding month of April. The gain over May last year is in contrast with reductions which ave characterized corresponding-month comparisons for some time, sales during the preeding four months of the current year ranging from 1 to 5 per cent below the corresponing periods of 1938. Indexes of sales (unadjusted for number of business days or for easonal variations) stand at 85.1 for May, 1939, 80.1 for May, 1938 and 81.9 for April, 939.

Indexes, adjusted for number of business days and for normal seasonal ariations, show that the improvement in the underlying trend in consumer purchasing hich commenced in March this year and was also evident in April, was continued in the onth of May. The adjusted index for May stands at 81.1 compared with 79.2 for April, .3 for March and 75.6 for February.

Department store sales were 6 per cent above May, 1938, while variety tore sales were 5 per cent higher. Men's and women's clothing store sales advanced 5 nd 8 per cent respectively; boot and shoe store sales were up by 12 per cent. Grocery nd meat store sales gained 8 per cent; drug store sales, 6 per cent; and restaurant reeipts, 3 per cent. Hardware store sales were 1 per cent higher, furniture store sales ncreased 4 per cent and music and radio stores reported an increase of 10 per cent. nly candy stores reported lower sales than in May last year.

Gains were prevalent in almost every region for groups whose indexes are vailable on a geographical basis. Increases for department store sales were uniform hroughout the country; sales in the Maritime Provinces and in Quebec advanced 8 per ent, Ontario and in the Prairie Provinces, 7 per cent, and British Columbia, 4 per cent.

Greater fluctuation occurred in the comparisons for drug store sales by gions. Compared with a 6 per cent increase for Canada as a whole, sales in the Prairie ovinces advanced 12 per cent, Quebec sales were up 11 per cent, British Columbia, 5 per nt, and Ontario, 3 per cent. Sales in the Maritime Provinces were fractionally lower an in May, 1938.

Substantial gains in all regions of the country during May enabled the n's and women's clothing stores to make up a considerable portion of the serious losses stained in the earlier months, when sales were considerably below the level of 1938.

Grocery and meat store sales in Eastern Canada and in the Prairie Provinces re on a par with the 8 per cent increase recorded for Canada as a whole, while British lumbia reported a lesser gain of 4 per cent.

Aggregate sales of 20 department stores reporting sales by departments rerded increases over May, 1938, in all except the piece goods and food departments. les of men's and women's clothing were up 11 and 10 per cent respectively, while shoe les were 13 per cent higher. In the household group, sales of radios and musical inruments advanced 9 per cent; home furnishings and hardware, 7 per cent each; furniture, per cent; and household appliances, 3 per cent.

Comparison of Retail Sales in Canada, for 1938 and 1939, by Kinds of Business

Kind of Business	May, 1939 + or - p.c. compared with			Cumulative Indexes
	May 1930	May 1938	April 1939	Jan.-May, 1939 / Jan.-May, 1938
General Index	- 22.5	+ 6.2	+ 3.9	- 1.1
Boots and Shoes	- 29.4	+ 11.5	+ 3.5	- 7.9
Candy	- 49.8	- 2.7	- 32.4	- 3.1
Men's Clothing	- 39.6	+ 5.3	- 5.4	- 7.1
Women's Clothing	- 36.5	+ 7.8	- 16.7	- 4.3
Departmental	- 26.0	+ 6.3	+ 4.9	- 2.3
Drugs	- 12.9	+ 5.7	- 0.1	+ 3.0
Furniture	- 26.8	+ 4.1	+ 22.8	- 3.8
Groceries and Meats ..	- 15.9	+ 8.1	- 0.4	+ 1.7
Hardware	- 10.0	+ 0.6	+ 37.9	- 2.9
Music and Radio	- 2.7	+ 10.1	+ 34.3	- 3.6
Restaurant	- 39.1	+ 2.7	+ 8.9	- 5.7
Variety	- 14.0	+ 4.7	+ 4.5	- 1.1

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index(1)			Boots and Shoes			Candy(3)			Men's Clothing(1)(2)			Women's Clothing(1)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
May, 1929	115.6	114.8	109.3	149.3	149.4	129.9	116.7	114.7	117.0	140.1	139.9	119.6	115.7	115.5	105.0
May, 1930	109.8	108.1	103.0	120.9	120.5	104.8	106.1	99.4	101.5	125.4	124.3	106.2	117.5	116.4	105.8
May, 1931	93.7	91.7	87.3	103.4	100.2	87.1	87.9	84.7	86.5	96.0	92.6	79.1	99.3	95.8	87.1
May, 1932	76.5	78.8	75.0	91.8	94.4	81.4	67.3	68.9	70.3	72.7	75.6	64.6	75.3	78.3	71.2
May, 1933	71.0	71.1	67.7	77.5	77.8	66.5	59.9	59.4	60.6	70.8	71.5	61.1	68.5	69.2	62.9
May, 1934	76.3	76.0	72.4	92.1	92.8	78.7	60.0	59.3	60.5	80.7	80.9	69.1	73.7	73.9	67.2
May, 1935	73.9	73.3	69.8	80.9	80.9	66.9	60.8	59.7	61.0	76.5	76.4	65.3	67.3	67.2	61.1
May, 1936	80.4	78.8	75.1	97.6	98.4	80.0	59.1	57.0	58.2	82.2	79.3	77.0	80.2	77.4	72.3
May, 1937	87.0	86.0	81.9	97.7	94.8	77.0	62.0	60.3	61.5	89.0	87.2	84.7	79.5	77.9	72.8
May, 1938	80.1	82.5	78.5	76.5	78.7	64.0	54.8	56.1	57.2	71.9	74.7	72.5	69.2	71.9	67.2
May, 1939	85.1	85.2	81.1	85.3	85.8	69.7	53.3	53.0	54.1	75.7	76.5	74.3	74.6	75.4	70.4
1938															
June	83.3	83.0	82.2	110.2	110.3	76.6	43.6	44.3	57.5	84.1	84.0	79.2	79.5	79.4	70.3
July	71.7	70.6	80.3	74.6	72.4	77.0	48.5	46.7	55.6	64.9	63.6	78.5	58.2	57.0	67.1
August	70.1	68.3	78.5	53.3	52.1	68.6	47.9	47.6	50.6	56.7	55.5	76.0	51.4	50.3	71.9
September ...	81.1	82.4	80.8	80.4	82.8	80.3	51.8	52.4	56.3	78.6	79.7	79.7	68.7	69.7	71.9
October	87.0	86.1	80.5	76.6	74.3	76.6	52.9	51.3	54.0	94.8	92.9	74.3	87.4	85.6	69.6
November	83.8	83.9	79.1	75.1	75.7	74.2	44.6	45.5	53.0	95.5	95.7	77.8	79.5	79.7	71.8
December	112.6	106.9	78.0	104.4	98.3	61.5	109.1	104.8	56.3	130.3	122.0	73.5	111.1	104.0	67.1
1939															
January	62.3	64.1	78.2(f)	38.5	40.0	74.0	37.5	38.5	53.5	55.1	57.0	80.3	48.5	50.2	76.0
February	61.6	65.7	75.6	32.5	34.6	64.0	50.0	54.3	54.3	44.7	47.7	75.7(f)	40.3	42.9	72.7
March	73.0	70.2	76.3	48.8	47.4	55.1	43.8	43.5	51.1	55.5	53.3	66.6	59.7	57.4	66.0(f)
April	81.9	84.0	79.2	82.4	82.6	77.2(f)	78.8	78.6	60.5(f)	80.0	81.5	74.7	89.6	91.3	71.9
May	85.1	85.2	81.1	85.3	85.8	69.7	53.3	53.0	54.1	75.7	76.5	74.3	74.6	75.4	70.4

(1) Revised to census trend.
(2) Includes men's furnishings.
(3) Candy indexes are based largely upon returns from retail candy chains.
(f) Final figures.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental			Drugs(1)			Furniture			Groceries and Meats(2)		
	A	B	C	A	B	C	A	B	C	A	B	C
May, 1929	107.3	105.9	103.8	104.4	102.1	106.3	139.4	138.1	115.1	111.8	111.9	105.5
May, 1930	104.8	103.1	101.1	101.8	97.4	101.4	137.6	136.4	113.6	109.7	108.5	102.4
May, 1931	89.3	89.9	88.1	91.3	89.0	92.7	99.0	99.2	82.7	96.6	91.6	86.4
May, 1932	73.7	75.7	74.2	79.8	80.4	83.8	72.9	74.7	61.8	79.8	83.1	78.4
May, 1933	70.0	69.4	68.0	71.0	70.1	73.0	67.6	66.9	53.1	75.7	77.0	72.6
May, 1934	73.6	72.9	71.5	76.0	74.5	77.6	88.1	87.3	69.3	76.8	77.4	73.0
May, 1935	70.5	69.6	68.2	77.8	76.1	79.3	83.9	83.1	65.9	75.5	75.5	73.3
May, 1936	74.7	75.2	73.8	81.6	79.5	82.8	94.1	94.2	74.8	81.7	77.6	75.3
May, 1937	79.9	80.8	79.2	87.7	86.3	89.9	111.2	111.3	88.4	89.7	86.9	84.3
May, 1938	73.0	74.9	73.5	83.9	84.5	88.0	96.7	99.3	78.8	85.4	89.1	86.5
May, 1939	77.6	76.9	75.4	88.7	87.6	91.3	100.7	99.8	79.2	92.3	93.9	91.2
1938												
June	77.6	76.6	74.4	84.3	85.4	89.0	78.0	77.2	78.0	88.5	88.7	88.7
July	56.6	57.3	75.3	87.2	85.0	88.5	58.2	58.3	74.7	83.8	81.1	82.8
August	62.4	59.8	74.7	88.2	87.1	88.9	74.8	71.6	71.6	76.0	75.3	81.8
September ...	78.4	79.9	76.8	89.7	90.6	88.8	85.2	87.4	72.9	84.8	85.7	85.7
October	87.9	88.9	77.3	94.2	92.7	90.9	93.8	94.0	83.9	86.3	83.6	83.6
November	90.4	89.6	78.6	86.3	87.4	87.4	83.2	82.4	81.5	82.0	82.8	83.7
December	131.5	127.4	78.6	113.4	108.4	87.4	96.9	93.8	84.5	101.6	93.7	84.4
1939												
January	54.2	55.7	75.2	83.2	83.8	90.1	48.6	49.9	75.6	78.0	81.1	84.4(f)
February	54.2	57.7	72.2(f)	82.2	89.3	91.1(f)	60.0	64.0	77.1	80.0	85.2	86.9
March	65.6	62.4	71.7	91.0	89.0	91.8	65.5	62.8	72.2	92.4	89.1	91.9
April	74.0	77.9	75.7	88.8	89.7	91.5	82.0	85.2	72.9(f)	92.7	93.3	88.0
May	77.6	76.9	75.4	88.7	87.6	91.3	100.7	99.8	79.2	92.3	93.9	91.2

(1) Revised to census trend.
(2) Indexes of grocery and meat store sales have been revised from January, 1936.
(f) Final figures.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware			Music and Radio(1)			Restaurants(1)			Variety		
	A	B	C	A	B	C	A	B	C	A	B	C
May, 1929	121.5	119.7	88.0	116.5	114.6	145.1	118.3	115.7	115.7	130.8	130.9	125.9
May, 1930	124.4	122.5	90.1	81.7	80.4	101.8	104.8	101.5	101.5	105.5	105.3	101.2
May, 1931	103.3	105.9	77.9	66.7	68.3	86.5	86.1	84.5	84.5	102.0	98.7	94.9
May, 1932	91.3	93.5	68.8	43.9	44.9	54.8	63.5	63.1	63.1	85.3	88.2	84.8
May, 1933	81.0	79.8	58.7	39.9	39.3	45.7	55.7	54.7	54.7	75.7	76.1	73.2
May, 1934	96.4	95.0	69.9	46.5	45.8	52.6	60.7	59.6	59.6	86.7	87.2	83.8
May, 1935	93.0	91.6	67.4	54.5	53.6	61.6	60.3	59.0	59.0	79.5	79.7	79.7
May, 1936	100.4	102.5	75.4	68.1	69.7	61.1	63.6	62.4	62.4	91.2	88.3	88.3
May, 1937	113.5	115.8	85.2	78.9	80.7	70.8	64.7	63.7	63.7	98.7	95.9	95.9
May, 1938	111.3	113.7	83.6	72.2	73.9	64.8	62.1	61.7	61.7	86.6	89.7	89.7
May, 1939	112.0	110.2	81.0	79.5	78.2	68.6	63.8	62.6	62.6	90.7	91.3	91.3
1938												
June	106.9	104.9	88.2	59.3	58.3	64.1	59.7	60.5	59.9	95.1	95.4	92.6
July	93.2	95.2	86.5	49.0	50.1	64.2	63.1	61.9	60.1	92.2	89.6	89.6
August	96.2	91.0	88.3	53.9	51.1	66.4	66.5	65.2	61.5	81.8	80.1	87.1
September ...	97.9	100.0	83.3	73.5	75.2	63.2	63.6	64.3	61.2	88.8	91.2	94.0
October	100.8	103.0	89.5	79.1	80.9	64.2	62.3	61.3	61.3	98.8	96.0	96.0
November	89.7	88.1	88.1	70.3	69.2	55.4	60.7	61.5	64.1	92.7	93.3	92.3
December	92.6	90.9	81.2	87.0	85.6	62.0	64.8	62.8	61.6	188.0	176.7	88.3
1939												
January	51.6	52.9	96.1(f)	49.4	50.6	64.0	56.2	55.9	60.1	59.6	61.7	97.9
February	46.8	49.9	89.1	45.2	48.2	60.9(f)	51.6	56.1	58.4	60.3	64.3	89.3
March	60.2	57.0	81.5	52.3	49.6	61.2	59.6	58.3	60.1	69.2	67.3	84.1(f)
April	81.2	86.6	83.3	59.2	63.1	67.9	58.6	59.6	59.0(f)	86.8	87.0	94.6
May	112.0	110.2	81.0	79.5	78.2	68.6	63.8	62.6	62.6	90.7	91.3	91.3

(1) Revised to census trend.
(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936=100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores(x)						
May, 1936	104.2	99.5	112.8	102.7	101.1	101.5
May, 1937	112.8	115.0	129.6	109.1	106.3	107.7
May, 1938	91.1	99.3	102.8	85.3	87.3	94.5
May, 1939	95.9	101.5	106.0	90.4	89.8	100.7
1938						
December	165.2	175.8	144.3	173.8	151.1	174.3
1939						
January	69.8	66.5	68.5	72.4	63.6	72.6
February	56.7(f)	58.9	53.8	59.3	50.2	59.4
March	70.3	68.6	68.6	69.4	76.0	73.0
April	101.4	100.1	100.1	102.7	104.9	93.6
May	95.9	101.5	106.0	90.4	89.8	100.7
% Change, May, 1939 / May, 1938	+ 5.3	+ 2.2	+ 3.1	+ 6.0	+ 2.9	+ 6.6
% Change, Jan.-May, 1939 / Jan.-May, 1938	- 7.1	-13.7	- 8.7	- 7.7	- 3.9	- 0.3
Women's Clothing Stores						
May, 1936	112.6	110.4	116.8	108.1	120.5	113.1
May, 1937	111.7	123.9	121.9	106.4	107.9	113.7
May, 1938	97.2	121.4	101.9	89.1	97.2	108.7
May, 1939	104.7	129.1	114.6	96.3	98.9	118.7
1938						
December	156.0	179.7	138.0	161.8	155.0	146.1
1939						
January	68.1	82.0	60.8	69.2	71.5	72.1
February	56.5	56.8	57.0	56.2	54.0	60.9
March	83.8(f)	76.9	75.7	82.7	92.9	102.7
April	125.9	123.2	124.4	125.4	126.4	132.8
May	104.7	129.1	114.6	96.3	98.9	118.7
% Change, May, 1939 / May, 1938	+ 7.8	+ 6.3	+12.5	+ 8.1	+ 1.7	+ 9.2
% Change, Jan.-May, 1939 / Jan.-May, 1938	- 4.3	- 6.7	- 5.4	- 4.8	- 2.4	+ 3.0
Grocery and Meat Stores						
May, 1936	103.0	(a)	105.8	102.5	101.3	97.4
May, 1937	113.1	(a)	113.4	111.7	113.6	119.4
May, 1938	107.7	(a)	109.7	107.9	102.6	107.7
May, 1939	116.3	(a)	119.0	116.7	111.5	111.9
1938						
December	128.1	(a)	131.9	134.9	108.4	108.1
1939						
January	98.4(f)	(a)	104.8	102.8	78.3	83.0
February	100.9	(a)	109.1	104.1	81.0	84.5
March	116.5	(a)	128.0	119.3	92.5	96.6
April	116.9	(a)	125.7	119.8	97.6	98.9
May	116.3	(a)	119.0	116.7	111.5	111.9
% Change, May, 1939 / May, 1938	+ 8.1	(a)	+ 8.5	+ 8.2	+ 8.7	+ 3.9
% Change, Jan.-May, 1939 / Jan.-May, 1938	+ 1.7	(a)	+ 6.7	+ 2.3	- 5.5	-10.5

(a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations.
(f) Final figures.
(x) Includes men's furnishings.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936=100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
			Department Stores			
May, 1936	99.5	102.1	104.3	100.3	95.6	98.1
May, 1937	106.3	118.9	118.7	104.9	99.5	103.5
May, 1938	97.1	103.2	110.8	96.5	89.3	95.4
May, 1939	103.4	111.2	119.4	103.2	95.6	99.1
1938						
December	175.1	172.0	189.9	178.2	163.0	174.5
1939						
January	72.3	64.6	84.0	71.1	68.9	74.5
February	72.2(f)	64.2	77.3	72.9	68.6	77.0
March	87.5	72.5	96.7	88.8	82.6	92.6
April	98.7	90.0	108.7	98.8	94.6	101.5
May	103.4	111.2	119.4	103.2	95.6	99.1
% Change, May, 1939 / May, 1938	+ 6.3	+ 7.8	+ 7.8	+ 6.9	+ 7.1	+ 3.9
% Change, Jan.-May, 1939 / Jan.-May, 1938 ...	- 2.3	- 5.4	- 2.1	- 2.0	- 0.7	- 1.0
			Variety Stores			
May, 1936	101.4	93.9	110.1	102.3	94.9	89.2
May, 1937	109.7	111.3	124.0	108.3	103.7	100.6
May, 1938	96.3	95.4	110.8	91.5	92.1	99.2
May, 1939	100.8	95.6	117.0	92.8	99.0	105.0
1938						
December	209.0	226.3	198.7	207.8	202.9	248.2
1939						
January	66.2	60.4	71.2	64.4	62.0	74.1
February	67.0	62.0	69.6	66.0	61.3	79.3
March	76.9(f)	70.4	83.4	74.5	70.8	87.3
April	96.5	92.0	104.4	93.0	92.7	102.8
May	100.8	95.6	117.0	92.8	99.0	105.0
% Change, May, 1939 / May, 1938	+ 4.7	+ 0.2	+ 5.6	+ 1.4	+ 7.5	+ 5.8
% Change, Jan.-May, 1939 / Jan.-May, 1938 ...	- 1.1	- 4.2	+ 1.4	- 3.8	- 3.2	+ 2.7
			Drug Stores			
May, 1936	97.9	98.3	96.7	98.9	98.3	93.3
May, 1937	105.2	105.7	103.8	106.3	104.6	103.2
May, 1938	100.6	101.2	100.2	101.8	97.6	101.1
May, 1939	106.4	101.0	110.9	104.4	109.5	105.6
1938						
December	136.0	136.9	125.9	137.0	141.6	141.0
1939						
January	99.8	97.2	104.4	100.4	94.2	100.7
February	98.6(f)	99.9	111.7	98.3	88.3	91.8
March	109.1	105.1	118.7	109.1	103.2	103.5
April	106.5	104.9	107.1	103.2	117.7	101.3
May	106.4	101.0	110.9	104.4	109.5	105.6
% Change, May, 1939 / May, 1938	+ 5.7	- 0.2	+10.7	+ 2.6	+12.2	+ 4.5
% Change, Jan.-May, 1939 / Jan.-May, 1938 ...	+ 3.0	+ 0.7	+ 5.8	+ 1.3	+ 7.7	- 0.9

(f) Final figures.

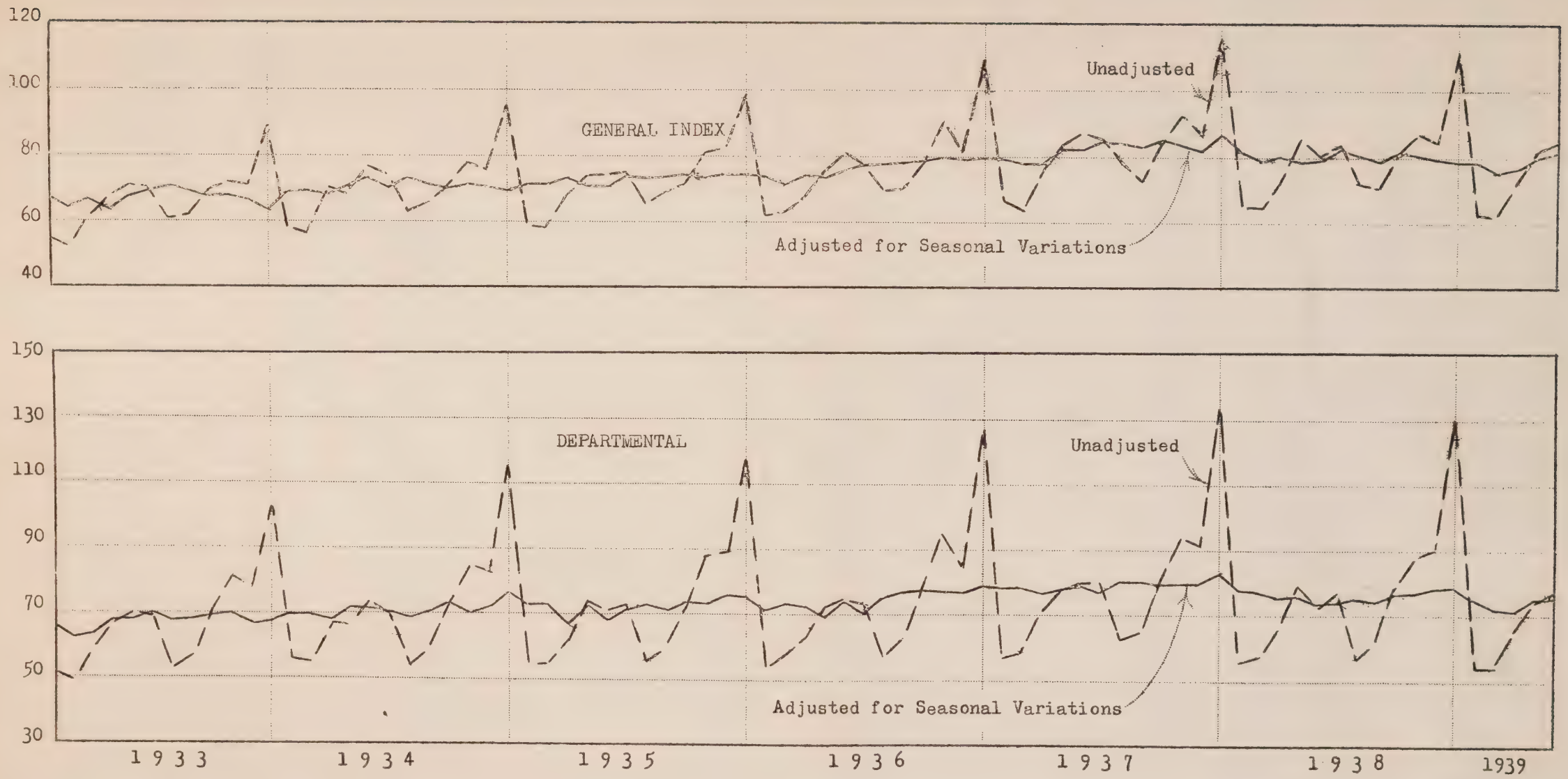
DEPARTMENTAL STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

MAY, 1938 AND MAY, 1939

(Based on sales of 20 firms)

	May 1938	May 1939	% Change 1939/38
	$	$	
TOTAL SALES, ALL DEPARTMENTS	17,605,666	18,732,589	+ 6.4
1. Women's dresses, coats and suits	1,747,117	1,945,868	+ 11.4
2. Girls' and infants' wear	473,055	529,594	+ 12.0
3. Hosiery and gloves	772,529	839,425	+ 8.7
4. Lingerie and corsets	760,396	793,875	+ 4.4
5. Millinery	286,900	324,787	+ 13.2
6. Women's and children's apparel - (Total, 1-5)	4,039,997	4,433,549	+ 9.7
7. Men's and boys' clothing and furnishings ...	1,714,083	1,907,780	+ 11.3
8. Drugs and toilet articles and preparations .	482,469	488,928	+ 1.3
9. Piece goods	1,182,757	1,167,598	- 1.3
10. Smallwares	510,299	536,763	+ 5.2
11. Food and kindred products	1,771,685	1,746,423	- 1.4
12. Furniture (including mattresses, springs) ..	1,025,807	1,063,102	+ 3.6
13. Home furnishings	1,571,514	1,686,171	+ 7.3
14. Household appliances and electrical supplies	587,627	605,841	+ 3.1
15. Hardware and kitchen utensils	906,763	971,844	+ 7.2
16. Radios, musical instruments and supplies ...	161,381	175,190	+ 8.6
17. Shoes and other footwear	1,447,404	1,629,020	+ 12.5
18. Stationery, books and magazines	185,717	203,645	+ 9.7
19. All other departments, total	2,018,163	2,116,735	+ 4.9

INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)



CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 9 No. 6

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

JUNE 1939

+ + +

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MONTHLY INDEXES OF RETAIL SALES IN CANADA, JUNE, 1939

Dollar volume of consumer purchasing in Canada averaged 4 per cent higher n June of this year than last and was 2 per cent above the May level according to composite figures covering twelve lines of retail business. Six of the twelve groups for hich figures are available averaged lower in June of this year than last while six roups registered gains, a marked increase of 16 per cent in the grocery and meat index eing chiefly responsible for the 4 per cent gain in the aggregate results. Indexes of les for the grocery and meat group are calculated from returns submitted by chain tore companies alone, allowances being made for the opening and closing of branches so hat the resulting figures reflect the trend in sales for a constant number of stores. ecent months have witnessed a considerable reduction in the number of small stores perated by chain companies and an accompanying development in the larger units. To e extent that this development has been achieved by the transference of business from losed chain units or from independent stores the indexes thus computed must be considered to have a favorable bias in so far as the trend in total food store sales is concerned. This bias is also carried, although to a lesser degree, in the general index. e unadjusted index for June, 1939, stands at 86.7, compared with 83.3 for June, 1938 d 84.7 for May this year.

After adjustment for differences in number of business days and for normal asonal variations the index for June this year at 85.1 reveals a continuation of the ward trend that has charactorized retail sales since early in the year. Adjusted inxes for previous months are 80.8 for May, 79.0 for April, 76.2 for March and 75.5 r February. Here again, the favorable bias introduced by the method of calculating e indexes for food stores is an unknown factor.

Department store sales were down 3 per cent from June, 1938, while variety ore sales increased 4 per cent. Men's and women's clothing store sales dropped 4 and per cent respectively; boot and shoe store sales increased fractionally. Grocery and at store sales made a remarkable gain of 16 per cent; drug store sales increased 1 r cent; restaurant receipts declined 4 per cent. Furniture store sales advanced 4 r cent and music and radio store sales, 3 per cent; hardware store sales were 4 per nt lower. Candy store sales declined 3 per cent.

Department store sales were lower than in June, 1938, for all regions of e country except British Columbia where a gain of 5 per cent was recorded. Sales deined 2 per cent in the Maritime Provinces, 3 per cent in both Quebec and Ontario, and per cent in the Prairie Provinces.

Variety store sales recorded steady improvement during June, advances nging from 3 to 4 per cent being recorded in all economic divisions, excepting the irie Provinces where sales declined 5 per cent below June last year.

Drug store sales also improved generally over June, 1938, with increases corded as follows: the Maritime Provinces and British Columbia, 4 per cent; Quebec, per cent; and the Prairie Provinces, 2 per cent. In Ontario, drug store sales were roximately on a par with June, 1938.

Sales of men's and women's clothing stores recorded gains in the Maritime vinces and in British Columbia, but substantial decreases were recorded in all other tions of the country.

Grocery and meat store sales were higher in all economic divisions. In Prairie Provinces, there was a gain of 24 per cent, in British Columbia, 20 per t, in Ontario, 15 per cent and in Quebec, 14 per cent.

Sales of 17 department stores reporting sales by departments averaged 2 per nt lower than in June, 1938. Sales in radio and music departments gained 20 per cent, home furnishings, 9 per cent, in stationery and books, 4 per cent, in food, 3 per cent, d in hardware, 2 per cent. Men's clothing and furnishings recorded a decline of 4 per nt, while sales of women's clothing and apparel were 5 per cent lower. Sales of furnire were only down fractionally, while household appliances dropped 6 per cent. Sales shoes and footwear were 4 per cent lower than in June last year.

Comparison of Retail Sales in Canada, for 1938 and 1939,

by Kinds of Business

Kind of Business	June, 1939 + or - p.c. compared with			Cumulative Indexes
	June 1939	June 1938	May 1939	Jan.-June, 1939 / Jan.-June, 1938
General Index	- 10.9	+ 4.1	+ 2.4	- 0.4
Boots and Shoes	- 6.8	+ 0.3	+ 28.8	- 5.7
Candy	- 44.4	- 2.8	- 21.5	- 2.9
Men's Clothing	- 25.7	- 4.2	+ 7.3	- 6.7
Women's Clothing	- 35.4	- 6.4	- 0.3	- 4.8
Departmental	- 21.0	- 3.0	- 2.7	- 2.5
Drugs	- 12.7	+ 1.4	- 3.7	+ 2.8
Furniture	- 15.5	+ 3.8	- 19.1	- 2.6
Groceries and Meats	+ 9.2	+ 16.4	+ 12.0	+ 4.2
Hardware	- 2.6	- 3.6	- 5.8	- 4.8
Music and Radio	- 2.2	+ 2.7	- 22.0	- 3.1
Restaurant	- 43.4	- 3.5	- 9.6	- 5.4
Variety	+ 3.8	+ 3.5	+ 7.4	(a)

(a) Change is less than 0.1 per cent.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index(1)			Boots and Shoes			Candy(3)			Men's Clothing(1)(2)			Women's Clothing(1)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
June, 1929	111.2	110.3	109.2	155.2	150.6	123.4	101.3	101.1	131.3	138.0	135.2	116.6	134.5	131.7	109.7
June, 1930	97.3	100.6	99.6	118.6	121.9	100.0	76.3	80.5	104.5	108.5	112.8	97.2	115.1	119.6	99.7
June, 1931	89.2	89.7	88.8	109.5	109.9	87.2	63.1	64.7	84.1	91.4	92.4	79.7	105.8	106.9	89.1
June, 1932	74.5	74.3	73.6	104.0	104.0	78.8	53.0	53.9	70.0	77.8	77.7	67.0	83.9	83.8	69.8
June, 1933	70.2	69.5	68.8	95.4	95.0	68.9	44.1	44.6	58.0	74.6	73.9	63.7	76.4	75.7	63.1
June, 1934	73.9	70.7	70.0	109.3	102.8	72.9	48.4	46.7	60.6	78.7	74.2	64.0	79.8	75.3	62.7
June, 1935	74.8	74.1	73.4	109.8	106.5	74.5	47.1	46.9	61.0	80.5	78.9	68.0	75.9	74.3	61.9
June, 1936	76.9	77.3	76.5	107.0	107.5	74.6	45.8	47.0	61.0	81.3	82.2	77.5	79.5	80.3	71.1
June, 1937	84.9	85.0	84.2	113.1	114.0	79.2	44.9	45.8	59.5	90.2	90.4	85.3	83.9	84.1	74.4
June, 1938	83.3	83.0	82.2	110.2	110.3	76.6	43.6	44.3	57.5	84.1	84.0	79.2	79.5	79.4	70.3
June, 1939	86.7	85.9	85.1	110.5	110.3	76.6	42.4	43.0	55.9	80.6	79.8	75.3	74.4	73.8	65.3
1938															
July	71.7	70.6	80.3	74.6	72.4	77.0	48.5	46.7	55.6	64.9	63.6	78.5	58.2	57.0	67.1
August	70.1	68.3	78.5	53.3	52.1	68.6	47.9	47.6	50.6	56.7	55.5	76.0	51.4	50.3	71.9
September ...	81.1	82.4	80.8	80.4	82.8	80.3	51.8	52.4	56.3	78.6	79.7	79.7	68.7	69.7	71.9
October	87.0	86.1	80.5	76.6	74.3	76.6	52.9	51.3	54.0	94.8	92.9	74.3	87.4	85.6	69.6
November	83.8	83.9	79.1	75.1	75.7	74.2	44.6	45.5	53.0	95.5	95.7	77.8	79.5	79.7	71.8
December	112.6	106.9	78.0	104.4	98.3	61.5	109.1	104.8	56.3	130.3	122.0	73.5	111.1	104.0	67.1
1939															
January	62.3	64.1	78.2	38.5	40.0	74.0	37.5	38.5	53.5	55.1	57.0	80.3	48.5	50.2	76.0
February	61.5	65.7	75.5(f)	32.5	34.6	64.0	50.0	54.3	54.3	44.7	47.7	75.7	40.3	42.9	72.7
March	72.9	70.1	76.2	48.8	47.4	55.1	43.8	43.5	51.1	55.5	53.3	66.6(f)	59.7	57.4	66.0
April	81.7	83.7	79.0	82.4	82.6	77.2(f)	78.8	78.6	60.5(f)	79.9	81.4	74.7	89.5	91.2	71.8(f)
May	84.7	84.9	80.8	85.8	86.4	70.2	54.0	53.7	54.8	75.1	75.9	73.7	74.6	75.4	70.4
June	86.7	85.9	85.1	110.5	110.3	76.6	42.4	43.0	55.9	80.6	79.8	75.3	74.4	73.8	65.3

(1) Revised to census trend.
(2) Includes men's furnishings.
(3) Candy indexes are based largely upon returns from retail candy chains.
(f) Final figures.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental			Drugs(1)			Furniture			Groceries and Meats(2)		
	A	B	C	A	B	C	A	B	C	A	B	C
June, 1929	103.1	104.2	107.4	107.6	108.7	107.7	120.9	121.3	129.0	105.7	102.1	102.1
June, 1930	95.2	97.9	101.0	97.9	102.0	100.9	95.9	98.4	104.7	94.3	98.2	98.2
June, 1931	87.6	86.8	89.5	88.2	90.0	89.1	80.2	79.5	84.5	91.9	93.4	93.4
June, 1932	70.5	69.7	71.8	83.4	84.5	83.7	55.0	54.4	57.2	77.9	77.9	77.9
June, 1933	68.8	67.6	69.7	75.1	75.9	75.1	54.7	54.1	55.8	73.3	72.4	72.4
June, 1934	69.9	68.0	70.1	78.4	77.4	76.6	66.3	64.7	66.0	74.7	69.5	69.5
June, 1935	72.1	72.8	70.7	76.6	77.4	76.6	69.1	69.2	69.9	76.9	74.3	74.3
June, 1936	73.4	72.7	70.6	79.0	80.6	84.0	76.3	75.5	76.2	76.7	78.1	78.1
June, 1937	80.5	79.8	77.5	84.9	86.0	89.6	93.3	92.3	93.3	85.5	86.3	86.3
June, 1938	77.6	76.6	74.4	84.3	85.4	89.0	78.0	77.2	78.0	88.5	88.7	88.7
June, 1939	75.3	74.1	71.9	85.5	86.4	90.0	81.0	80.3	81.1	103.0	102.0	102.0
1938												
July	56.6	57.3	75.3	87.2	85.0	88.5	58.2	58.3	74.7	83.8	81.1	82.8
August	62.4	59.8	74.7	88.2	87.1	88.9	74.8	71.6	71.6	76.0	75.3	81.8
September	78.4	79.9	76.8	89.7	90.6	88.8	85.2	87.4	72.9	84.6	85.7	85.7
October	87.9	88.9	77.3	94.2	92.7	90.9	93.8	94.0	83.9	86.3	83.6	83.6
November	90.4	89.6	78.6	86.3	87.4	87.4	83.2	82.4	81.5	82.0	82.8	83.7
December	131.5	127.4	78.6	113.4	108.4	87.4	96.9	93.8	84.5	101.6	93.7	84.4
1939												
January	54.2	55.7	75.2	83.2	83.8	90.1	48.6	49.9	75.6	78.0	81.1	84.4
February	54.2	57.7	72.2	82.2	89.3	91.1(f)	60.0	64.0	77.1	80.0	85.2	86.9
March	65.6	62.4	71.7	91.0	89.0	91.8	65.5	62.8	72.2	92.4	89.1	91.9
April	74.0	77.9	75.7	89.0	89.9	91.7	82.0	85.2	72.9	92.6	93.1	87.9(f)
May	77.4	76.7	75.2(f)	88.8	87.7	91.4	100.1	99.2	78.8(f)	92.0	93.7	91.0
June	75.3	74.1	71.9	85.5	86.4	90.0	81.0	80.3	81.1	103.0	102.0	102.0

(1) Revised to census trend.
(2) Indexes of grocery and meat store sales have been revised from January, 1936.
(f) Final figures.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware			Music and Radio(1)			Restaurants(1)			Variety		
	A	B	C	A	B	C	A	B	C	A	B	C
June, 1929	118.5	121.5	102.1	81.6	83.5	134.7	111.6	113.5	112.4	124.9	121.2	117.7
June, 1930	105.8	108.4	91.1	62.3	63.8	102.9	101.7	104.5	103.5	94.8	98.0	95.2
June, 1931	92.1	90.8	76.3	51.1	50.3	81.1	79.7	80.8	80.0	94.3	94.8	92.0
June, 1932	77.8	76.7	64.4	38.3	37.7	57.1	60.3	61.1	60.5	87.1	87.2	84.7
June, 1933	71.3	70.2	59.0	33.2	32.7	46.7	54.8	55.4	54.9	82.3	82.1	79.7
June, 1934	85.2	84.0	70.6	38.3	37.7	53.1	59.6	59.6	59.0	90.0	84.9	82.4
June, 1935	82.6	84.6	71.1	41.7	42.7	60.1	58.6	59.6	59.0	88.6	86.1	83.6
June, 1936	91.7	90.1	75.7	53.8	52.9	58.1	62.5	63.4	62.8	93.1	93.6	90.9
June, 1937	106.0	104.1	87.5	68.2	67.1	73.7	63.7	64.6	64.0	100.5	101.1	98.2
June, 1938	106.9	104.9	88.2	59.3	58.3	64.1	59.7	60.5	59.9	95.1	95.4	92.6
June, 1939	103.0	101.3	85.1	60.9	59.9	65.8	57.6	58.2	57.6	98.4	98.2	95.3
1938												
July	93.2	95.2	86.5	49.0	50.1	64.2	63.1	61.9	60.1	92.2	89.6	89.6
August	96.2	91.0	88.3	53.9	51.1	66.4	66.5	65.2	61.5	81.8	80.1	87.1
September	97.9	100.0	83.3	73.5	75.2	63.2	63.6	64.3	61.2	88.8	91.2	94.0
October	100.8	103.0	89.5	79.1	80.9	64.2	62.3	61.3	61.3	98.8	96.0	96.0
November	89.7	88.1	88.1	70.3	69.2	55.4	60.7	61.5	64.1	92.7	93.3	92.3
December	92.6	90.9	81.2	87.0	85.6	62.0	64.8	62.8	61.6	188.0	176.7	88.3
1939												
January	51.5	52.7	95.8	49.4	50.6	64.0	56.2	55.9	60.1	59.6	61.7	97.9
February	45.5	48.5	86.7(f)	45.1	48.1	60.9	51.6	56.1	58.4	60.3	64.3	89.3
March	58.6	55.5	79.3	52.2	49.4	61.0	59.6	58.3	60.1	69.2	67.3	84.1
April	78.9	84.1	80.9	58.8	62.6	67.3(f)	58.6	59.6	59.0	86.8	87.0	94.6
May	109.3	107.5	79.1	78.1	76.8	67.4	63.7	62.5	62.5(f)	91.6	92.2	92.2(f)
June	103.0	101.3	85.1	60.9	59.9	65.8	57.6	58.2	57.6	98.4	98.2	95.3

(1) Revised to census trend.
(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936=100)

ear and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
			Men's Clothing Stores(x)			
ne, 1936	103.1	109.8	120.0	99.8	92.2	96.9
ne, 1937	114.3	119.7	130.3	113.4	98.3	108.0
ne, 1938	106.6	114.0	121.5	103.5	99.7	94.0
ne, 1939	102.1	115.7	113.4	97.4	92.4	96.9
39						
January	69.8	66.5	68.5	72.4	63.6	72.6
February	56.7(f)	58.9	53.8	59.3	50.2	59.4
March	70.3	68.6	68.6	69.4	76.0	73.0
April	101.3	100.1	100.3	102.5	105.1	92.8
May	95.2	102.1	106.7	89.3	89.8	95.2
June	102.1	115.7	113.4	97.4	92.4	96.9
Change, June, 1939 / June, 1938	- 4.2	+ 1.5	- 6.7	- 5.9	- 7.3	+ 3.1
Change, Jan.-June, 1939 / Jan.-June, 1938 ...	- 6.7	-10.6	- 8.1	- 7.6	- 4.6	- 0.9
			Women's Clothing Stores			
ne, 1936	111.6	118.9	126.8	108.3	101.2	110.5
ne, 1937	117.8	123.2	135.5	115.6	104.3	111.5
ne, 1938	111.6	131.9	127.0	106.0	105.7	102.2
ne, 1939	104.5	133.2	(c)	100.1	95.8	109.8
39						
January	68.1	82.0	60.8	69.2	71.5	72.1
February	56.5	56.8	57.0	56.2	54.0	60.9
March	83.8(f)	76.9	75.7	82.7	92.9	102.7
April	125.7	123.2	123.9	125.4	126.4	132.1
May	104.8	129.1	113.2	96.9	100.7	117.1
June	104.5	133.2	(c)	100.1	95.8	109.8
Change, June, 1939 / June, 1938	- 6.4	+ 1.0	(c)	- 5.6	- 9.4	+ 7.4
Change, Jan.-June, 1939 / Jan.-June, 1938 ..	- 4.8	- 5.0	(c)	- 4.8	- 3.4	+ 3.4
			Grocery and Meat Stores			
ne, 1936	96.7	(a)	98.6	94.1	101.6	95.8
ne, 1937	107.8	(a)	107.1	104.5	115.0	116.2
ne, 1938	111.6	(a)	114.2	108.9	113.2	114.6
ne, 1939	129.8	(a)	129.6	125.5	140.4	137.3
39						
January	98.4	(a)	104.8	102.8	78.3	83.0
February	100.9	(a)	109.1	104.1	81.0	84.5
March	116.5	(a)	128.0	119.3	92.5	96.6
April	116.7(f)	(a)	125.7	119.5	97.3	98.9
May	116.1	(a)	119.4	116.7	110.4	108.8
June	129.8	(a)	129.6	125.5	140.4	137.3
Change, June, 1939 / June, 1938	+16.4	(a)	+13.5	+15.2	+24.0	+19.8
Change, Jan.-June, 1939 / Jan.-June, 1938 ..	+ 4.2	(a)	+ 7.9	+ 4.4	(b)	- 5.6

a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations.
b) Change is less than 0.1 per cent.
c) Not available.
f) Final figures.
x) Includes men's furnishings.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936=100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
June, 1936	97.6	106.6	103.6	99.5	90.4	95.4
June, 1937	107.2	119.9	118.2	110.3	94.9	104.7
June, 1938	103.3	113.4	117.5	105.6	92.2	97.2
June, 1939	100.4	111.3	113.5	102.8	87.1	101.9
1939						
January	72.3	64.6	84.0	71.1	68.9	74.5
February	72.2	64.2	77.3	72.9	68.6	77.0
March	87.5	72.6	96.7	88.8	82.6	92.6
April	98.7	89.9	108.7	98.8	94.6	101.5
May	103.2(f)	110.0	119.3	103.0	95.6	98.8
June	100.4	111.3	113.5	102.8	87.1	101.9
% Change, June, 1939 / June, 1938	- 3.0	- 1.9	- 3.4	- 2.7	- 5.5	+ 4.8
% Change, Jan.-June, 1939 / Jan.-June, 1938 ..	- 2.5	- 4.9	- 2.3	- 2.2	- 1.6	(a)
Variety Stores						
June, 1936	103.4	104.1	113.2	101.7	97.7	93.0
June, 1937	111.7	111.6	122.6	110.3	105.8	103.2
June, 1938	105.7	107.5	121.1	101.4	101.0	100.2
June, 1939	109.3	111.7	125.9	104.2	96.3	103.4
1939						
January	66.2	60.4	71.2	64.4	62.0	74.1
February	67.0	62.0	69.6	66.0	61.3	79.3
March	76.9	70.4	83.4	74.5	70.8	87.3
April	96.4	92.1	104.1	93.0	92.6	102.8
May	101.8(f)	97.6	118.7	93.6	98.8	105.0
June	109.3	111.7	125.9	104.2	96.3	103.4
% Change, June, 1939 / June, 1938	+ 3.5	+ 3.9	+ 4.0	+ 2.8	- 4.7	+ 3.2
% Change, Jan.-June, 1939 / Jan.-June, 1938 ..	(a)	- 2.0	+ 2.2	- 2.3	- 3.6	+ 2.8
Drug Stores						
June, 1936	94.7	93.7	96.8	95.7	91.0	93.0
June, 1937	101.8	100.7	102.1	103.7	96.5	102.4
June, 1938	101.1	99.3	100.9	103.5	96.0	100.2
June, 1939	102.5	103.2	103.7	103.3	98.3	103.9
1939						
January	99.8	97.2	104.4	100.4	94.2	100.7
February	98.6(f)	99.9	111.7	98.3	88.3	91.8
March	109.1	105.1	118.7	109.1	103.2	103.5
April	106.7	104.9	106.7	103.2	118.7	101.7
May	106.5	101.0	110.6	104.7	109.8	105.3
June	102.5	103.2	103.7	103.3	98.3	103.9
Change, June, 1939 / June, 1938	+ 1.4	+ 3.9	+ 2.8	- 0.2	+ 2.4	+ 3.7
Change, Jan.-June, 1939 / Jan.-June, 1938 ..	+ 2.8	+ 1.2	+ 5.2	+ 1.1	+ 7.1	- 0.1

(a) Change is less than 0.1 per cent.
(f) Final figures.

DEPARTMENTAL STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

JUNE, 1938 AND JUNE, 1939

(Based on sales of 17 firms)

	June 1938	June 1939	% Change 1939/38
	$	$	
TOTAL SALES, ALL DEPARTMENTS	18,605,190	18,203,389	- 2.2
1. Women's dresses, coats and suits	1,966,723	1,839,244	- 6.5
2. Girls' and infants' wear	517,606	495,929	- 4.2
3. Hosiery and gloves	797,618	775,416	- 2.8
4. Lingerie and corsets	950,093	926,010	- 2.5
5. Millinery	322,357	280,194	- 13.1
6. Women's and children's apparel - (Total, 1-5) .	4,554,397	4,316,793	- 5.2
7. Men's and boys' clothing and furnishings	2,147,073	2,062,505	- 3.9
8. Drugs and toilet articles and preparations	558,157	532,890	- 4.5
9. Piece goods	1,261,803	1,193,114	- 5.4
0. Smallwares	546,769	541,367	- 1.0
1. Food and kindred products	1,653,098	1,705,930	+ 3.2
2. Furniture (including mattresses, springs)	968,575	966,350	- 0.2
3. Home furnishings	1,200,370	1,303,797	+ 8.6
4. Household appliances and electrical supplies ..	511,895	482,737	- 5.7
5. Hardware and kitchen utensils	786,483	801,602	+ 1.9
6. Radios, musical instruments and supplies	142,232	170,627	+ 20.0
7. Shoes and other footwear	1,769,830	1,693,809	- 4.3
8. Stationery, books and magazines	193,026	200,174	+ 3.7
9. All other departments, total	2,311,482	2,231,694	- 3.5

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 9 No. 7

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

JULY 1939

+ + +

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MONTHLY INDEXES OF RETAIL SALES IN CANADA, JULY, 1939

Although retail sales in Canada fell off seasonally in July, the underlying trend in consumer purchasing remains well maintained, both in comparison with the immediately preceding months and also in comparison with the level obtaining a year ago. July sales for twelve lines of trade for which figures are available averaged only 0.4 per cent below the corresponding month of 1938. Four of the twelve groups averaged higher than last July while eight registered declines. The general index, unadjusted for number of business days or seasonal variations, stands at 71.4 for July, 1939, 71.7 for July, 1938 and 86.6 for June, 1939.

Occurrence of the Dominion Day holiday on Saturday this year and the consequent transference of at least part of the usual week-end business from July to June was a factor affecting the comparison of sales for July of this year and last. A comparison based, not on monthly totals but on average daily sales, and in which account is taken not only of differences in the actual number of business days but also of differences in sales importance of different days of the week, indicates a four per cent increase in July of this year over last. Nine of the twelve groups registered increases in average daily sales and only three recorded decreases.

After adjusting both for differences in number of business days and also for the usual seasonal movements, the general index of sales stands at 83.5 for July, 1939, slightly below the 85.1 recorded for June but still considerably higher than indexes for earlier months of this year.

Monthly sales for department stores advanced 1 per cent over July of last year. Hardware, furniture and music and radio were other groups reporting increases, with gains of 2, 5 and 6 per cent respectively. Boot and shoe store sales decreased 5 per cent; men's clothing store sales, 3 per cent, and women's clothing store sales, 1 per cent below July, 1938. Groceries and meats and drugs were each 1 per cent lower, while restaurant receipts declined 3 per cent below last July and candy sales fell off 10 per cent. Variety store sales were only ½ of one per cent below sales in July, 1938.

Department store sales showed improvement, increases being recorded in all economic divisions with the exception of British Columbia, where sales decreased 3 per cent below July, 1938. Gains were 6 per cent in both the Maritime Provinces and Quebec, while advances of 1 per cent occurred in both Ontario and the Prairie Provinces.

Variety store sales were higher in Quebec and British Columbia, where gains of 7 and 1 per cent respectively were recorded. Declines in the other divisions were as follows: 7 per cent in the Prairie Provinces, 5 per cent in the Maritime Provinces and 4 per cent in Ontario.

Drug store sales held close to the level of July last year in all sections of the country. Quebec sales were 2 per cent higher, while practically no change was recorded in the Maritime Provinces. A decrease of 1 per cent occurred in British Columbia, while declines of 2 per cent were reported for Ontario and the Prairie Provinces.

Declines reported for Ontario and Quebec in sales of both men's and women's clothing stores were principally responsible for the declines recorded for the Dominion as a whole.

Although grocery and meat store sales in Canada decreased 1 per cent below July, 1938, increases were apparent in all divisions except Ontario, where sales dropped per cent.

Ottawa Department Store Sales

Sales of department stores in Ottawa only averaged 0.4 per cent higher in July of this year than last. June sales were down 3.7 per cent from last year while May sales were up by 9.7 per cent.

Jewellery Store Sales

Monthly returns from a representative number of jewellery stores are now available. Results for July indicate an increase of 2 per cent above the corresponding month last year.

Department Store Sales by Departments

Due to incomplete coverage of reporting firms it is necessary to withhold publication of the table showing comparison of sales of department stores by departments for July of this year and last. This table will appear in the August issue of the report. It will be sent as soon as available to individual firms upon request.

Comparison of Retail Sales in Canada, for 1938 and 1939

by Kinds of Business

Kind of Business	July, 1939 + or - p.c. compared with			Cumulative Indexes
	July 1930	July 1938	June 1939	Jan.-July, 1939 / Jan.-July, 1938
General Index	- 21.8	- 0.4	- 17.6	- 0.4
Boots and Shoes	- 26.7	- 4.8	- 34.6	- 5.9
Candy	- 49.6	- 9.9	+ 2.1	- 3.7
Men's Clothing	- 27.4	- 2.8	- 21.6	- 6.2
Women's Clothing	- 41.1	- 1.4	- 23.0	- 4.4
Departmental	- 30.9	+ 1.4	- 24.2	- 1.9
Drugs	- 12.8	- 1.0	+ 0.8	+ 2.3
Furniture	- 12.8	+ 5.3	- 23.7	- 1.8
Groceries and Meats ...	- 14.1	- 1.0	- 19.1	+ 3.4
Hardware	- 4.2	+ 2.3	- 7.1	- 3.6
Music and Radio	- 8.9	+ 6.1	- 15.6	- 1.8
Restaurant	- 41.8	- 3.0	+ 5.9	- 5.0
Variety	- 4.4	- 0.5	- 7.0	(a)

(a) Change is less than 0.1 per cent.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variaitons.

Year and Month	General Index(1)			Boots and Shoes			Candy(3)			Men's Clothing(1)(2)			Women's Clothing(1)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
July, 1929	104.2	104.0	115.5	117.2	118.2	112.5	104.9	104.3	122.7	100.0	100.3	118.0	110.0	110.3	118.6
July, 1930	91.3	90.6	100.7	96.9	96.9	92.3	86.7	85.9	101.1	86.9	86.8	102.1	97.5	97.4	104.7
July, 1931	81.2	80.1	91.1	93.0	92.7	88.3	70.4	69.2	81.4	71.7	71.1	83.6	78.5	77.8	83.7
July, 1932	65.1	64.0	72.8	82.6	80.1	77.0	63.2	61.0	71.7	57.7	56.5	66.5	62.8	61.5	66.1
July, 1933	60.2	61.9	70.3	69.7	71.6	70.2	50.0	48.5	57.1	50.4	52.4	61.6	56.8	59.0	63.4
July, 1934	62.1	63.8	72.5	68.6	71.1	71.8	46.8	47.9	56.4	57.0	59.0	69.4	60.7	62.8	67.5
July, 1935	64.3	64.1	72.9	70.0	70.6	73.5	44.0	43.8	52.1	62.8	63.0	74.1	63.0	63.2	68.0
July, 1936	68.6	67.7	76.9	69.5	69.3	73.7	49.9	49.1	58.0	63.7	63.1	77.9	60.9	60.4	71.1
July, 1937	77.6	74.0	84.1	81.0	76.3	81.2	50.8	47.5	56.6	74.4	70.2	86.7	67.1	63.3	74.5
July, 1938	71.7	70.6	80.3	74.6	72.4	77.0	48.5	46.7	55.6	64.9	63.6	78.5	58.2	57.0	67.1
July, 1939	71.4	73.5	83.5	71.0	73.2	77.9	43.7	42.5	50.6	63.1	65.6	81.0	57.4	59.6	70.2
1938															
August	70.1	68.3	78.5	53.3	52.1	68.6	47.9	47.6	50.6	56.7	55.5	76.0	51.4	50.3	71.9
September	81.1	82.4	80.8	80.4	82.8	80.3	51.8	52.4	56.3	78.6	79.7	79.7	68.7	69.7	71.9
October	87.0	86.1	80.5	76.6	74.3	76.6	52.9	51.3	54.0	94.8	92.9	74.3	87.4	85.6	69.6
November	83.8	83.9	79.1	75.1	75.7	74.2	44.6	45.5	53.0	95.5	95.7	77.8	79.5	79.7	71.8
December	112.6	106.9	78.0	104.4	98.3	61.5	109.1	104.8	56.3	130.3	122.0	73.5	111.1	104.0	67.1
1939															
January	62.3	64.1	78.2	38.5	40.0	74.0	37.5	38.5	53.5	55.1	57.0	80.3	48.5	50.2	76.0
February	61.5	65.7	75.5	32.5	34.6	64.0	50.0	54.3	54.3	44.7	47.7	75.7	40.3	42.9	72.7
March	72.9	70.1	76.2	48.8	47.4	55.1	43.8	43.5	51.1	55.5	53.3	66.6	59.7	57.4	66.0
April	81.7	83.7	79.0(f)	82.4	82.6	77.2	78.8	78.6	60.5	79.9	81.4	74.7(f)	89.4	91.0	71.7
May	84.7	84.9	80.8	85.9	86.4	70.2(f)	54.0	53.8	54.9	75.0	75.8	73.6	74.4	75.2	70.2(f)
June	86.6	85.9	85.0	108.6	108.4	75.3	42.8	43.5	56.4(f)	80.5	79.8	75.3	74.5	73.8	65.4
July	71.4	73.5	83.5	71.0	73.2	77.9	43.7	42.5	50.6	63.1	65.6	81.0	57.4	59.6	70.2

(1) Revised to census trend.
(2) Includes men's furnishings.
(3) Candy indexes are based largely upon returns from retail candy chains.
(f) Final figures.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental			Drugs(1)			Furniture			Groceries and Meats(2)		
	A	B	C	A	B	C	A	B	C	A	B	C
July, 1929	91.9	91.1	113.8	106.8	105.4	108.7	102.6	101.7	145.3	106.2	107.1	109.3
July, 1930	83.1	82.0	102.5	99.0	97.1	100.1	70.3	69.6	99.4	96.6	96.7	98.6
July, 1931	71.7	70.5	88.2	90.5	88.5	91.2	58.7	58.1	83.0	90.4	89.4	91.2
July, 1932	54.5	55.0	68.8	79.1	77.1	79.5	40.0	40.0	55.6	75.9	73.3	74.8
July, 1933	52.8	54.2	67.7	72.8	71.7	73.9	41.5	42.5	56.0	68.9	71.8	73.2
July, 1934	54.2	55.6	69.5	74.6	75.1	77.4	50.0	51.3	65.8	67.9	70.4	71.8
July, 1935	55.4	54.9	72.2	77.3	76.3	78.7	55.5	54.9	70.4	69.2	69.7	71.1
July, 1936	57.7	56.8	74.7	81.7	79.9	83.2	62.5	61.8	79.3	75.4	74.7	76.2
July, 1937	62.6	60.9	80.1	89.7	85.8	89.4	75.1	72.7	93.2	88.6	82.7	84.4
July, 1938	56.6	57.3	75.3	87.2	85.0	88.5	58.2	58.3	74.7	83.8	81.1	82.8
July, 1939	57.4	58.9	77.6	86.3	84.9	88.4	61.3	63.0	80.7	83.0	86.5	88.3
1938												
August	62.4	59.8	74.7	88.2	87.1	88.9	74.8	71.6	71.6	76.0	75.3	81.8
September	78.4	79.9	76.8	89.7	90.6	88.8	85.2	87.4	72.9	84.8	85.7	85.7
October	87.9	88.9	77.3	94.2	92.7	90.9	93.8	94.0	83.9	86.3	83.6	83.6
November	90.4	89.6	78.6	86.3	87.4	87.4	83.2	82.4	81.5	82.0	82.8	83.7
December	131.5	127.4	78.6	113.4	108.4	87.4	96.9	93.8	84.5	101.6	93.7	84.4
1939												
January	54.2	55.7	75.2	83.2	83.8	90.1	48.6	49.9	75.6	78.0	81.1	84.4
February	54.2	57.7	72.2	82.2	89.3	91.1	60.0	64.0	77.1	80.0	85.2	86.9
March	65.6	62.4	71.7	91.0	89.0	91.8	65.5	62.8	72.2	92.4	89.1	91.9
April	74.0	77.9	75.7	89.0	89.9	91.7(f)	82.0	85.2	72.9	92.6	93.1	87.9(f)
May	77.4	76.7	75.2(f)	88.8	87.7	91.4	100.1	99.2	78.8(f)	91.9	93.6	90.9
June	75.7	74.4	72.3	85.6	86.5	90.1	80.3	79.6	80.4	102.6	101.6	101.6
July	57.4	58.9	77.6	86.3	84.9	88.4	61.3	63.0	80.7	83.0	86.5	88.3

(1) Revised to census trend.
(2) Indexes of grocery and meat store sales have been revised from January, 1936.
(f) Final figures.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware			Music and Radio(1)			Restaurants(1)			Variety		
	A	B	C	A	B	C	A	B	C	A	B	C
July, 1929	119.4	117.6	121.2	82.0	80.7	134.5	123.8	121.5	118.0	122.1	122.8	122.8
July, 1930	99.5	98.0	101.1	57.1	56.2	93.7	105.1	103.1	100.1	95.9	96.0	96.0
July, 1931	86.2	85.0	86.7	52.1	51.3	84.1	86.9	85.0	82.5	91.9	91.7	91.7
July, 1932	62.8	64.4	65.0	31.0	31.7	50.3	62.1	60.9	59.1	83.5	81.1	81.1
July, 1933	61.3	62.8	61.6	32.0	32.7	50.3	55.9	55.0	53.4	76.1	78.7	78.7
July, 1934	71.8	73.6	70.1	34.2	35.0	53.8	58.7	58.3	56.6	79.2	81.9	81.9
July, 1935	78.1	76.9	71.9	38.0	37.4	57.5	60.1	59.0	57.3	82.8	83.3	83.3
July, 1936	83.2	81.7	74.3	48.8	48.0	61.5	66.6	65.1	63.2	88.8	88.7	88.7
July, 1937	96.5	94.7	86.1	56.0	55.1	70.6	67.7	65.6	63.7	101.7	95.9	95.9
July, 1938	93.2	95.2	86.5	49.0	50.1	64.2	63.1	61.9	60.1	92.2	89.6	89.6
July, 1939	95.3	97.6	88.7	52.0	53.2	68.2	61.2	60.3	58.5	91.7	94.9	94.9
1938												
August	96.2	91.0	88.3	53.9	51.1	66.4	66.5	65.2	61.5	81.8	80.1	87.1
September	97.9	100.0	83.3	73.5	75.2	63.2	63.6	64.3	61.2	88.8	91.2	94.0
October	100.8	103.0	89.5	79.1	80.9	64.2	62.3	61.3	61.3	98.8	96.0	96.0
November	89.7	88.1	88.1	70.3	69.2	55.4	60.7	61.5	64.1	92.7	93.3	92.3
December	92.6	90.9	81.2	87.0	85.6	62.0	64.8	62.8	61.6	188.0	176.7	88.3
1939												
January	51.5	52.7	95.8	49.4	50.6	64.0	56.2	55.9	60.1	59.6	61.7	97.9
February	45.5	48.5	86.7	45.1	48.1	60.9	51.6	56.1	58.4	60.3	64.3	89.3
March	58.5	55.5	79.2(f)	52.2	49.4	61.0	59.6	58.3	60.1	69.2	67.3	84.1
April	79.0	84.2	81.0	59.0	62.9	67.6(f)	58.6	59.6	59.0	86.8	87.0	94.6
May	109.6	107.9	79.3	78.2	77.0	67.5	63.7	62.5	62.5	91.6	92.2	92.2
June	102.6	100.9	84.8	61.6	60.6	66.6	57.8	58.4	57.8(f)	98.6	98.4	95.6(f)
July	95.3	97.6	88.7	52.0	53.2	68.2	61.2	60.3	58.5	91.7	94.9	94.9

(1) Revised to census trend.
(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores(x)						
July, 1936	80.7	95.1	87.9	78.0	73.8	82.9
July, 1937	94.3	117.6	104.6	92.0	79.0	95.9
July, 1938	82.3	95.1	87.3	79.4	77.9	83.7
July, 1939	80.0	99.1	85.2	73.8	76.5	87.1
1939						
February	56.7	58.9	53.8	59.3	50.2	59.4
March	70.3	68.6	68.6	69.4	76.0	73.0
April	101.3(f)	100.1	100.3	102.5	105.1	92.8
May	95.1	101.3	106.7	89.1	89.8	95.8
June	102.1	114.5	113.5	98.0	90.8	96.4
July	80.0	99.1	85.2	73.8	76.5	87.1
% Change, July, 1939 / July, 1938	- 2.8	+ 4.2	- 2.4	- 7.1	- 1.8	+ 4.1
% Change, Jan.-July, 1939 / Jan.-July, 1938 ..	- 6.2	- 8.8	- 7.3	- 7.4	- 4.5	- 0.2
Women's Clothing Stores						
July, 1936	85.5	87.0	86.9	82.8	84.7	93.3
July, 1937	94.2	109.7	97.9	91.7	83.9	103.6
July, 1938	81.8	97.4	82.1	78.1	81.1	87.3
July, 1939	80.6	97.6	79.3	76.7	83.5	92.8
1939						
February	56.5	56.8	57.0	56.2	54.0	60.9
March	83.8	76.9	75.7	82.7	92.9	102.7
April	125.5	123.2	123.3	125.4	126.4	132.1
May	104.5(f)	130.7	111.4	97.1	100.7	117.1
June	104.7	134.5	111.7	100.2	95.6	108.8
July	80.6	97.6	79.3	76.7	83.5	92.8
% Change, July, 1939 / July, 1938	- 1.4	+ 0.2	- 3.4	- 1.8	+ 3.0	+ 6.3
% Change, Jan.-July, 1939 / Jan.-July, 1938 ..	- 4.4	- 3.9	- 7.1	- 4.4	- 2.6	+ 3.6
Grocery and Meat Stores						
July, 1936	95.1	(a)	89.7	96.3	102.3	96.7
July, 1937	111.8	(a)	101.5	112.5	128.0	120.4
July, 1938	105.7	(a)	98.2	108.3	113.8	106.5
July, 1939	104.6	(a)	99.6	103.6	116.5	109.9
1939						
February	100.9	(a)	109.1	104.1	81.0	84.5
March	116.5	(a)	128.0	119.3	92.5	96.6
April	116.7(f)	(a)	125.7	119.5	97.3	98.9
May	115.9	(a)	119.4	116.7	109.5	108.8
June	129.4	(a)	129.6	125.7	136.8	136.7
July	104.6	(a)	99.6	103.6	116.5	109.9
Change, July, 1939 / July, 1938	- 1.0	(a)	+ 1.4	- 4.3	+ 2.4	+ 3.2
Change, Jan.-July, 1939 / Jan.-July, 1938 ..	+ 3.4	(a)	+ 7.1	+ 3.2	- 0.3	- 4.4

a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations.
f) Final figures.
x) Includes men's furnishings.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
July, 1936	76.6	88.1	69.9	75.3	73.9	88.7
July, 1937	83.4	100.6	80.8	80.5	77.8	98.0
July, 1938	75.4	81.9	73.5	71.3	73.5	90.4
July, 1939	76.5	86.9	77.7	72.3	74.2	87.9
1939						
February	72.2	64.2	77.3	72.9	68.6	77.0
March	87.5	72.6	96.7	88.8	82.6	92.6
April	98.7	89.9	108.7	98.8	94.6	101.5
May	103.2(f)	110.0	119.3	103.0	95.6	98.8
June	100.9	111.6	114.9	103.0	87.7	102.0
July	76.5	86.9	77.7	72.3	74.2	87.9
% Change, July, 1939 / July, 1938	+ 1.4	+ 6.1	+ 5.7	+ 1.4	+ 1.0	- 2.8
% Change, Jan.-July, 1939 / Jan.-July, 1938	- 1.9	- 3.4	- 1.3	- 1.7	- 1.2	- 0.4
Variety Stores						
July, 1936	98.7	103.9	98.9	96.6	101.1	99.7
July, 1937	113.1	124.6	116.8	111.5	107.2	111.8
July, 1938	102.5	107.3	107.9	98.8	105.4	105.6
July, 1939	101.9	101.9	115.2	94.9	98.5	106.2
1939						
February	67.0	62.0	69.6	66.0	61.3	79.3
March	76.9	70.4	83.4	74.5	70.8	87.3
April	96.4	92.1	104.1	93.0	92.6	102.8
May	101.8	97.6	118.7	93.6	98.8	105.0
June	109.5(f)	114.3	126.0	104.2	96.3	103.4
July	101.9	101.9	115.2	94.9	98.5	106.2
% Change, July, 1939 / July, 1938	- 0.5	- 5.0	+ 6.8	- 3.9	- 6.5	+ 0.6
% Change, Jan.-July, 1939 / Jan.-July, 1938	(a)	- 2.1	+ 2.9	- 2.6	- 4.1	+ 2.4
Drug Stores						
uly, 1936	98.0	99.6	94.4	100.8	93.1	99.1
uly, 1937	107.6	114.9	105.7	110.8	97.4	109.5
uly, 1938	104.6	105.2	101.5	105.9	103.4	106.0
uly, 1939	103.5	105.3	103.6	103.7	101.4	105.3
939						
February	98.6	99.9	111.7	98.3	88.3	91.8
March	109.1	105.1	118.7	109.1	103.2	103.5
April	106.7(f)	104.9	106.7	103.2	118.7	101.7
May	106.5	101.0	110.1	104.8	110.0	105.1
June	102.6	103.4	103.7	103.5	98.6	103.2
July	103.5	105.3	103.6	103.7	101.4	105.3
Change, July, 1939 / July, 1938	- 1.0	+ 0.1	+ 2.1	- 2.1	- 1.9	- 0.7
Change, Jan.-July, 1939 / Jan.-July, 1938	+ 2.3	+ 1.1	+ 4.7	+ 0.7	+ 5.8	- 0.3

a) Change is less than 0.1 per cent.
f) Final figures.

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 9

No. 8

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

AUGUST 1939

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MONTHLY INDEXES OF RETAIL SALES IN CANADA, AUGUST, 1939

Monthly statements of sales for twelve lines of retail business dealing chiefly in food, clothing and household requirements reveal increased sales in August of this year compared with last for seven trades and declines for the other five. Excepting only variety stores and the clothing and footwear trades, all lines of business were up from July.

The index of grocery and meat store sales gained 13 per cent in August over the same month last year. This index is based on results for chain stores only and may not reflect the trend in food retailing as a whole including both chains and independents. Furniture store sales recorded an increase of 6 per cent; music and radio store sales were up 3 per cent and hardware store sales, 1 per cent. Variety store sales reported an increase of 4 per cent, while sales in men's clothing stores were slightly higher than in August, 1938. Candy store sales were 3 per cent higher than in August last year. Department store sales, boot and shoe store sales and drug store sales were all down 2 per cent. Women's clothing store sales were 3 per cent lower, while restaurant receipts dropped 4 per cent.

The summary of department store sales by economic divisions disclosed increased sales in only the Maritime Provinces where there was an advance of 3 per cent over August, 1938. While sales in the Prairie Provinces were on a par with sales in the same month last year, declines were recorded in other sections as follows: Ontario, 1 per cent, British Columbia, 3 per cent and Quebec, 4 per cent.

Variety store sales were higher in Quebec, British Columbia and Ontario, where gains were recorded of 6, 4 and 3 per cent respectively. There was a slight decrease in the Prairie Provinces, but the Maritime Provinces reported a drop of 3 per cent.

Drug store sales increased 4 per cent in British Columbia, 2 per cent in the Maritime Provinces and 1 per cent in Quebec, but declines of 3 and 6 per cent occurred in Ontario and the Prairie Provinces respectively.

British Columbia was the only region recording increased sales in both men's and women's clothing stores. Men's clothing store sales increased in the Maritime Provinces and women's clothing store sales were higher in the Prairie Provinces, but in all other divisions declines were reported.

Substantial increases were recorded in chain grocery and meat store sales in all sections of the Dominion.

Sales of 19 departmental firms reporting sales by departments decreased 1 per cent below August, 1938. An increase of 4 per cent in hardware sales was reported with a slight increase in sales of home furnishings the only other advance. Sales of men's and women's clothing were approximately 1½ per cent lower in each case, while the decline in boot and shoe sales was 1 per cent. Although declines in most other departments were of a minor nature, sales of radios and musical instruments fell off 14 per cent and sales of stationery departments were 6 per cent lower.

On page 9 of this report will be found the July summary of department store sales by departments which was not available in time for inclusion in our July bulletin. Total sales of the 19 firms reporting in that month were almost 1 per cent higher than in July, 1938, increases in the various departments outnumbering decreases 8 to 6. In almost all cases, variations from sales in July, 1938, were comparatively slight.

Jewellery Store Sales

Sales figures submitted by a representative number of jewellery stores in Canada for August, 1939, showed an advance of ½ to 1 per cent over August last year, while a gain of 14 per cent over July, 1939, was recorded.

Ottawa Department Store Sales

Sales of Ottawa department stores in August averaged 6 per cent lower than in August, 1938, but increased 3 per cent over July, 1939.

Comparison of Retail Sales in Canada, for 1938 and 1939

by Kinds of Business

Kind of Business	August, 1939 + or - p.c. compared with			Cumulative Indexes
	August 1930	August 1938	July 1939	Jan.-Aug., 1939 / Jan.-Aug., 1938
General Index	- 20.1	+ 4.0	+ 2.1	+ 0.1
Boots and Shoes	- 42.7	- 1.5	- 25.2	- 5.6
Candy	- 53.6	+ 2.5	+ 12.4	- 3.0
Men's Clothing	- 23.9	+ 0.4	- 9.7	- 5.5
Women's Clothing	- 39.4	- 2.9	- 12.8	- 4.3
Departmental	- 25.4	- 1.6	+ 7.3	- 1.9
Drugs	- 15.8	- 1.7	+ 0.6	+ 1.7
Furniture	- 12.2	+ 5.7	+ 25.6	- 0.6
Groceries and Meats	- 9.8	+ 13.2	+ 3.4	+ 4.5
Hardware	- 8.4	+ 0.6	+ 2.9	- 3.2
Music and Radio	- 21.5	+ 3.2	+ 5.7	- 1.3
Restaurant	- 40.8	- 4.2	+ 5.5	- 5.3
Variety	- 13.8	+ 3.9	- 7.4	+ 0.5

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 - 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index(d)			Boots and Shoes			Candy(h)			Men's Clothing(c)(d)			Women's Clothing(d)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
August, 1929	108.5	100.7	115.7	112.1	102.5	120.6	135.0	126.5	129.1	102.9	94.3	134.7	97.8	89.6	117.9
August, 1930	91.2	87.2	100.2	91.7	86.3	101.5	105.9	102.1	104.2	74.8	70.6	100.9	82.4	77.7	102.2
August, 1931	78.1	75.3	86.6	77.7	73.1	88.1	83.6	81.3	82.9	59.8	57.3	81.9	65.5	62.7	82.5
August, 1932	63.3	61.7	70.9	61.5	60.1	74.2	61.7	61.3	62.5	45.0	44.1	63.0	50.3	49.3	64.9
August, 1933	61.6	59.7	68.6	55.7	54.4	68.9	58.2	57.6	58.7	45.7	44.4	63.4	49.7	48.3	63.6
August, 1934	64.6	62.1	71.3	58.2	56.4	72.4	58.6	57.6	58.7	50.4	48.4	69.1	57.7	55.5	73.0
August, 1935	68.5	63.5	72.9	62.6	57.2	74.3	59.2	55.4	59.0	55.9	51.2	73.1	57.6	52.8	69.5
August, 1936	69.9	67.5	77.6	60.7	57.1	75.1	58.3	56.6	60.2	60.4	57.8	79.2	51.5	49.3	70.4
August, 1937	71.7	72.0	82.7	59.2	59.4	78.2	50.1	51.3	54.6	62.0	62.7	85.9	52.0	52.5	75.0
August, 1938	70.1	68.3	78.5	53.3	52.1	68.6	47.9	47.6	50.6	56.7	55.5	76.0	51.4	50.3	71.9
August, 1939	72.9	70.7	81.2	52.5	51.4	67.7	49.0	48.6	51.7	56.9	55.3	75.7	49.9	48.5	69.3
1938															
September	81.1	82.4	80.8	80.4	82.8	80.3	51.8	52.4	56.3	78.6	79.7	79.7	68.7	69.7	71.9
October	87.0	86.1	80.5	76.6	74.3	76.6	52.9	51.3	54.0	94.8	92.9	74.3	87.4	85.6	69.6
November	83.8	83.9	79.1	75.1	75.7	74.2	44.6	45.5	53.0	95.5	95.7	77.8	79.5	79.7	71.8
December	112.6	106.9	78.0	104.4	98.3	61.5	109.1	104.8	56.3	130.3	122.0	73.5	111.1	104.0	67.1
1939															
January	62.3	64.1	78.2	38.5	40.0	74.0	37.5	38.5	53.5	55.1	57.0	80.3	48.5	50.2	76.0
February	61.5	65.7	75.5	32.5	34.6	64.0	50.0	54.3	54.3	44.7	47.7	75.7	40.3	42.9	72.7
March	72.9	70.1	76.2	48.8	47.4	55.1	43.8	43.5	51.1	55.5	53.3	66.6	59.7	57.4	66.0
April	81.7	83.7	79.0(f)	82.4	82.6	77.2	78.8	78.6	60.5	79.9	81.4	74.7	89.4	91.0	71.7
May	84.7	84.8	80.8	85.9	86.4	70.2(f)	54.0	53.8	54.9	75.0	75.8	73.6	74.4	75.2	70.2
June	86.5	85.8	84.9	108.6	108.4	75.3	42.8	43.5	56.4	80.7	80.0	75.5(f)	74.6	73.9	65.4(f)
July	71.4	73.4	83.4	70.2	72.4	77.0	43.7	42.5	50.6(f)	63.0	65.5	80.8	57.2	59.5	70.0
August	72.9	70.7	81.2	52.5	51.4	67.7	49.0	48.6	51.7	56.9	55.3	75.7	49.9	48.5	69.3

(c) Includes men's furnishings.
(d) Revised to census trend.
(f) Final figures.
(h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental			Drugs(d)			Furniture			Groceries and Meats(b)		
	A	B	C	A	B	C	A	B	C	A	B	C
August, 1929	96.2	90.1	112.7	112.5	107.6	109.8	135.6	127.0	146.0	107.6	97.3	105.8
August, 1930	82.3	80.1	100.1	103.0	100.3	102.4	90.1	87.2	100.3	95.3	88.8	96.5
August, 1931	69.7	68.0	85.0	91.8	90.4	92.2	72.6	70.3	80.8	84.0	79.7	86.6
August, 1932	56.8	54.4	68.0	80.3	79.3	80.9	49.4	47.2	51.9	72.3	71.5	77.7
August, 1933	57.1	54.4	68.0	72.8	71.4	72.9	57.9	55.4	56.6	70.4	68.8	74.8
August, 1934	59.0	56.1	70.1	76.1	74.4	75.9	69.3	66.3	66.3	69.9	67.2	73.1
August, 1935	60.4	56.6	70.8	80.0	76.5	78.1	76.5	71.5	71.5	76.3	69.0	75.0
August, 1936	62.8	61.3	76.6	81.3	80.0	81.6	79.8	79.9	79.9	76.3	72.5	78.8
August, 1937	64.8	64.2	80.3	89.3	89.9	91.7	88.5	87.6	87.6	75.9	77.3	84.0
August, 1938	62.4	59.8	74.7	88.2	87.1	88.9	74.8	71.6	71.6	76.0	75.3	81.8
August, 1939	61.4	58.6	73.2	86.7	85.1	86.8	79.1	75.7	75.7	86.0	84.2	91.5
1938												
September	78.4	79.9	76.8	89.7	90.6	88.8	85.2	87.4	72.9	84.8	85.7	85.7
October	87.9	88.9	77.3	94.2	92.7	90.9	93.8	94.0	83.9	86.3	83.6	83.6
November	90.4	89.6	78.6	86.3	87.4	87.4	83.2	82.4	81.5	82.0	82.8	83.7
December	131.5	127.4	78.6	113.4	108.4	87.4	96.9	93.8	84.5	101.6	93.7	84.4
1939												
January	54.2	55.7	75.2	83.2	83.8	90.1	48.6	49.9	75.6	78.0	81.1	84.4
February	54.2	57.7	72.2	82.2	89.3	91.1	60.0	64.0	77.1	80.0	85.2	86.9
March	65.6	62.4	71.7	91.0	89.0	91.8	65.5	62.8	72.2	92.4	89.1	91.9
April	74.0	77.9	75.7	89.0	89.9	91.7	82.0	85.2	72.9	92.6	93.1	87.9(f)
May	77.4	76.7	75.2(f)	88.8	87.7	91.4(f)	100.1	99.2	78.8	91.9	93.6	90.9
June	75.5	74.3	72.2	85.6	86.5	90.1	80.3	79.6	80.4	102.6	101.6	101.6
July	57.2	58.8	77.3	86.2	84.9	88.4	63.0	64.7	82.9(f)	83.2	86.8	88.6
August	61.4	58.6	73.2	86.7	85.1	86.8	79.1	75.7	75.7	86.0	84.2	91.5

(b) Indexes of grocery and meat store sales have been revised from January, 1936.
(d) Revised to census trend.
(f) Final figures.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware			Music and Radio(d)			Restaurants(d)			Variety		
	A	B	C	A	B	C	A	B	C	A	B	C
August, 1929	122.2	115.9	112.5	109.8	104.0	136.8	129.1	125.1	118.0	130.6	119.6	130.0
August, 1930	105.7	104.2	101.1	70.8	69.7	91.7	107.6	105.6	99.6	98.6	92.9	101.0
August, 1931	88.3	87.1	84.5	62.9	61.9	81.4	86.7	85.3	80.5	93.3	88.2	95.9
August, 1932	66.4	63.0	61.2	40.3	38.2	50.3	63.3	62.1	58.6	75.0	73.4	79.8
August, 1933	62.3	59.1	57.4	38.3	36.3	47.8	57.6	56.5	53.3	72.7	70.9	77.0
August, 1934	74.6	70.8	68.8	43.4	41.1	54.1	62.3	60.9	57.5	77.7	75.5	82.1
August, 1935	78.2	74.2	72.0	46.4	44.0	57.9	64.5	62.5	59.0	83.7	76.6	83.3
August, 1936	82.5	81.0	78.6	47.9	47.1	61.2	68.4	67.3	63.5	87.1	82.5	89.6
August, 1937	90.8	89.2	86.6	55.8	54.9	71.3	69.7	69.3	65.4	85.2	85.7	93.1
August, 1938	96.2	91.0	88.3	53.9	51.1	66.4	66.5	65.2	61.5	81.8	80.1	87.1
August, 1939	96.8	91.7	89.1	55.6	52.7	68.5	63.7	62.5	59.0	85.0	82.9	90.1
1938												
September	97.9	100.0	83.3	73.5	75.2	63.2	63.6	64.3	61.2	88.8	91.2	94.0
October	100.8	103.0	89.5	79.1	80.9	64.2	62.3	61.3	61.3	98.8	96.0	96.0
November	89.7	88.1	88.1	70.3	69.2	55.4	60.7	61.5	64.1	92.7	93.3	92.3
December	92.6	90.9	81.2	87.0	85.6	62.0	64.8	62.8	61.6	188.0	176.7	88.3
1939												
January	51.5	52.7	95.8	49.4	50.5	64.0	56.2	55.9	60.1	59.6	61.7	97.9
February	45.5	48.5	86.7	45.1	48.1	60.9	51.6	56.1	58.4	60.3	64.3	89.3
March	58.5	55.5	79.2(f)	52.2	49.4	61.0	59.6	58.3	60.1	69.2	67.3	84.1
April	79.0	84.2	81.0	59.0	62.9	67.6	58.6	59.6	59.0	86.8	87.0	94.6
May	109.7	108.0	79.4	77.8	76.5	67.1(f)	63.1	61.9	61.9	91.6	92.2	92.2
June	102.0	100.3	84.3	60.7	59.8	65.7	57.3	57.9	57.3	98.6	98.4	95.6
July	94.1	96.3	87.6	52.6	53.8	69.0	60.4	59.5	57.7(f)	91.8	95.0	95.0(f)
August	96.8	91.7	89.1	55.6	52.7	68.5	63.7	62.5	59.0	85.0	82.9	90.1

(d) Revised to census trend.
(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores (c)						
August, 1936	76.6	88.8	79.1	73.6	70.5	90.9
August, 1937	78.6	93.6	83.5	76.0	64.4	96.6
August, 1938	71.9	84.6	74.0	68.3	66.5	85.4
August, 1939	72.1	89.9	72.7	67.8	64.8	89.1
1939						
March	70.3	68.6	68.6	69.4	76.0	73.0
April	101.3	100.1	100.3	102.5	105.1	92.8
May	95.1	101.3	106.7	89.1	89.8	95.8
June	102.3(f)	114.8	114.1	98.1	91.4	96.6
July	79.8	98.8	84.3	73.9	76.2	87.2
August	72.1	89.9	72.7	67.8	64.8	89.1
% Change, August, 1939 / August, 1938	+ 0.4	+ 6.3	- 1.8	- 0.7	- 2.6	+ 4.3
% Change, Jan.-August, 1939 / Jan.-August, 1938	- 5.5	- 7.1	- 6.7	- 6.7	- 4.2	+ 0.5
Women's Clothing Stores						
August, 1936	72.3	82.0	73.5	70.0	66.3	82.8
August, 1937	73.0	90.1	72.6	68.5	66.3	91.4
August, 1938	72.2	94.1	68.4	66.3	69.7	92.8
August, 1939	70.1	91.1	63.6	65.8	74.0	96.2
1939						
March	83.8	76.9	75.7	82.7	92.9	102.7
April	125.5	123.2	123.3	125.4	126.4	132.1
May	104.5	130.7	111.4	97.1	100.7	117.1
June	104.7(f)	134.5	112.2	100.0	95.3	108.8
July	80.4	96.2	81.0	75.8	81.6	93.6
August	70.1	91.1	63.6	65.8	74.0	96.2
% Change, August, 1939 / August, 1938	- 2.9	- 3.2	- 7.0	- 0.8	+ 6.2	+ 3.7
% Change, Jan.-August, 1939 / Jan.-August, 1938	- 4.3	- 4.0	- 6.8	- 4.2	- 2.1	+ 3.7
Grocery and Meat Stores						
August, 1936	96.2	(a)	86.7	97.7	109.5	102.1
August, 1937	95.7	(a)	85.6	93.6	116.4	112.2
August, 1938	95.8	(a)	88.9	96.3	106.0	103.7
August, 1939	108.4	(a)	99.8	106.3	129.0	119.6
1939						
March	116.5	(a)	128.0	119.3	92.5	96.6
April	116.7(f)	(a)	125.7	119.5	97.3	98.9
May	115.9	(a)	119.4	116.7	109.5	108.8
June	129.4	(a)	129.6	125.7	136.8	136.7
July	104.9	(a)	99.6	104.3	116.6	109.9
August	108.4	(a)	99.8	106.3	129.0	119.6
% Change, August, 1939 / August, 1938	+13.2	(a)	+12.3	+10.4	+21.7	+15.3
% Change, Jan.-August, 1939 / Jan.-August, 1938	+ 4.5	(a)	+ 7.6	+ 4.1	+ 2.6	- 2.0

(a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations.
(c) Includes men's furnishings.
(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
August, 1936	83.8	85.1	83.0	81.8	80.7	96.5
August, 1937	86.3	93.7	87.3	82.7	79.7	105.4
August, 1938	83.1	83.5	87.5	79.1	78.2	99.1
August, 1939	81.8	85.8	84.2	78.6	78.2	95.7
1939						
March	87.5	72.6	96.7	88.8	82.6	92.6
April	98.7	89.9	108.7	98.8	94.6	101.5
May	103.2(f)	110.0	119.3	103.0	95.6	98.8
June	100.7	111.6	114.9	102.6	87.7	102.0
July	76.3	86.9	77.2	71.9	74.0	88.3
August	81.8	85.8	84.2	78.6	78.2	95.7
% Change, August, 1939 / August, 1938	- 1.6	+ 2.8	- 3.8	- 0.6	(e)	- 3.4
% Change, Jan.-August, 1939 / Jan.-August, 1938	- 1.9	- 2.7	- 1.6	- 1.7	- 1.1	- 0.8
Variety Stores						
August, 1936	96.8	104.9	97.6	94.4	94.3	102.8
August, 1937	94.7	108.6	97.7	91.6	87.8	104.7
August, 1938	90.9	100.8	97.2	85.5	88.5	105.7
August, 1939	94.4	97.7	102.9	87.9	88.3	110.4
1939						
March	76.9	70.4	83.4	74.5	70.8	87.3
April	96.4	92.1	104.1	93.0	92.6	102.8
May	101.8	97.6	118.7	93.6	98.8	105.0
June	109.5	114.3	126.0	104.2	96.3	103.4
July	102.0(f)	103.1	114.6	95.2	98.4	106.2
August	94.4	97.7	102.9	87.9	88.3	110.4
% Change, August, 1939 / August, 1938	+ 3.9	- 3.1	+ 5.9	+ 2.8	- 0.2	+ 4.4
% Change, Jan.-August, 1939 / Jan.-August, 1938	+ 0.5	- 2.1	+ 3.2	- 1.9	- 3.6	+ 2.7
Drug Stores						
August, 1936	97.5	103.3	95.9	97.1	96.7	100.7
August, 1937	107.1	114.0	107.0	108.8	100.3	106.3
August, 1938	105.8	108.4	104.3	105.8	106.3	106.5
August, 1939	103.9	110.2	105.0	102.8	100.5	110.2
1939						
March	109.1	105.1	118.7	109.1	103.2	103.5
April	106.7	104.9	106.7	103.2	118.7	101.7
May	106.5(f)	101.2	110.1	104.8	110.0	105.1
June	102.6	103.8	103.7	103.2	98.7	103.9
July	103.3	105.8	102.4	103.4	101.7	105.8
August	103.9	110.2	105.0	102.8	100.5	110.2
% Change, August, 1939 / August, 1938	- 1.7	+ 1.7	+ 0.7	- 2.8	- 5.5	+ 3.5
% Change, Jan.-August, 1939 / Jan.-August, 1938	+ 1.7	+ 1.3	+ 4.0	+ 0.2	+ 4.3	+ 0.3

(e) Change is less than 0.1 per cent.
(f) Final figures.

DEPARTMENTAL STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
AUGUST, 1938 AND AUGUST, 1939
(Based on sales of 19 firms)

	August 1938	August 1939	% Change 1939/38
	$	$	
TOTAL SALES, ALL DEPARTMENTS	14,805,851	14,592,198	- 1.4
1. Women's dresses, coats and suits	1,237,418	1,182,724	- 4.4
2. Girls' and infants' wear	364,664	365,156	+ 0.1
3. Hosiery and gloves	552,923	555,286	+ 0.4
4. Lingerie and corsets	552,525	578,616	+ 4.7
5. Millinery	180,063	162,576	- 9.7
6. Women's and children's apparel - (Total, 1-5) ..	2,887,593	2,844,358	- 1.5
7. Men's and boys' clothing and furnishings	1,342,374	1,323,397	- 1.4
8. Drugs and toilet articles and preparations	488,691	479,256	- 1.9
9. Piece goods	1,184,098	1,175,938	- 0.7
10. Smallwares	493,859	486,072	- 1.6
11. Food and kindred products	1,504,609	1,499,662	- 0.3
12. Furniture (including mattresses, springs)	1,402,395	1,362,568	- 2.8
13. Home furnishings	1,127,119	1,129,909	+ 0.2
14. Household appliances and electrical supplies ...	456,837	454,626	- 0.5
15. Hardware and kitchen utensils	559,498	582,857	+ 4.2
16. Radios, musical instruments and supplies	262,017	226,700	- 13.5
17. Shoes and other footwear	1,014,833	1,005,710	- 0.9
18. Stationery, books and magazines	219,763	206,172	- 6.2
19. All other departments, total	1,862,165	1,814,973	- 2.5

DEPARTMENTAL STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

JULY, 1938 AND JULY, 1939

(Based on sales of 19 firms)

	July 1938 $	July 1939 $	% Change 1939/38
TOTAL SALES, ALL DEPARTMENTS	13,707,669	13,810,220	+ 0.7
1. Women's dresses, coats and suits	1,124,966	1,118,741	- 0.6
2. Girls' and infants' wear	317,899	333,856	+ 5.0
3. Hosiery and gloves	552,303	554,721	+ 0.4
4. Lingerie and corsets	666,229	694,660	+ 4.3
5. Millinery	115,483	109,950	- 4.8
6. Women's and children's apparel - (Total, 1-5)	2,776,880	2,811,928	+ 1.3
7. Men's and boys' clothing and furnishings	1,444,079	1,467,909	+ 1.7
8. Drugs and toilet articles and preparations	487,875	480,938	- 1.4
9. Piece goods	1,058,208	1,020,774	- 3.5
10. Smallwares	450,783	449,884	- 0.2
11. Food and kindred products	1,533,425	1,480,125	- 3.5
12. Furniture (including mattresses, springs)	909,277	902,910	- 0.7
13. Home furnishings	922,295	932,933	+ 1.2
14. Household appliances and electrical supplies	396,206	412,536	+ 4.1
15. Hardware and kitchen utensils	563,526	599,585	+ 6.4
16. Radios, musical instruments and supplies	148,534	143,860	- 3.1
17. Shoes and other footwear	967,776	995,500	+ 2.9
18. Stationery, books and magazines	166,374	169,133	+ 1.7
19. All other departments, total	1,882,431	1,942,205	+ 3.2

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 9 No. 9

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

SEPTEMBER 1939

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OTTAWA, CANADA

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MONTHLY INDEXES OF RETAIL SALES, SEPTEMBER, 1939

The sudden increase in retail purchasing throughout Canada on the outbreak of the war is reflected in retail trade statistics for September, composite figures for twelve lines of business dealing chiefly in food, clothing and household requirements revealing a gain of 24 per cent from August and an increase of 12 per cent compared with September a year ago. The general index, unadjusted for number of business days or seasonal movements, and on the base 1930=100 stands at 90.8 for September, 1939, 73.4 for August and 81.1 for September, 1938. The increase of 24 per cent over August was much greater than the usual seasonal movement; the general index of sales for September, adjusted both for number of business days and for normal seasonal movements stands at 87.4, up 7 per cent from August and higher than for any month recorded since July, 1931. The increase in dollar volume of retail trade must be attributed partly to increase in prices and partly to increased volume of goods sold but how much of the gain in dollar sales should be attributed to each of these two factors cannot be determined.

Men's clothing stores, women's clothing stores, grocery and combination stores and hardware stores were first in point of view of increased business compared with September a year ago. Sales of men's clothing stores averaged 17 per cent higher in September of this year than last, results on a regional basis revealing increases of 17 per cent for the Maritime Provinces and Quebec, 14 per cent for Ontario, 26 per cent for the Prairie Provinces, and 20 per cent for British Columbia. Women's clothing store sales averaged 15 per cent higher in September, 1939, than in the corresponding month a year ago. Sales in the Maritime Provinces were up 9 per cent; Quebec, 13 per cent; Ontario, 13 per cent; the Prairie Provinces, 1 per cent; and British Columbia, 19 per cent.

Grocery and combination stores did 15 per cent more business in September of this year than last. This ratio is based on returns submitted by all the larger chain store companies supplemented by figures received for the first time from some 1,200 independent retail grocery and combination stores. While each store was asked to report its total cash and credit sales for September 1938 and 1939, a certain number of respondents indicated that they reported their total cash receipts including cash sales and cash received on account. Several independent stores indicated that their increased September business was composed of more than the usual proportion of credit sales and that a comparison of their cash receipts underestimated the actual increase in goods sold in September of this year compared with last. But since a large proportion of the grocery credit business is on a monthly basis, it is doubtful if this factor materially affects the results obtained.

Gains in food store sales were due largely to increased demand for sugar and flour, commodities whose combined sales normally account for not more than between 15 and 20 per cent of the total sales volume of grocery and combination stores. It must also be remembered that increased buying took place mainly in the first two weeks of the month under review so that the gain for the month as a whole is not indicative of the extra business transacted when demand was at its peak.

In anticipation of increased prices for metal goods, hardware store sales gained 14 per cent in September of this year over last. Department store sales were up by 13 per cent for the country as a whole, increases for the various territorial divisions being 8 per cent for the Maritimes, 11 per cent for Quebec, 10 per cent for Ontario, 22 per cent for the Prairie Provinces, and 16 per cent for British Columbia. Larger

than average gains in the Prairie Provinces reflect the increased purchas-
ing power coming into the hands of consumers in these districts consequent
upon improved crops and farm prices.

A comparison of department store sales by departments reflects
similar trends to those shown by corresponding specialty stores. Sales of
food and kindred products were up 23 per cent from September last year;
piece goods were up 21 per cent; men's clothing and furnishings, 19 per
cent; women's and children's apparel, 14 per cent; and shoes and other
footwear, 12 per cent. Furniture sales were down by 2 per cent and sta-
tionery, books and magazines were off by 5 per cent. All other depart-
ments registered minor gains.

Boot and shoe store sales were up 11 per cent from September,
1938; variety store sales were up 10 per cent; furniture store sales, 8 per
cent; and restaurants, 4 per cent. Candy stores did 4 per cent less busi-
ness than in September 1938 while sales of drug stores and radio and music
stores gained 1 per cent and 2 per cent respectively.

Figures relating to the sale of jewellery stores have recently
been added to this monthly survey. Jewellery store sales were 14 per cent
higher in September of this year than last and were up 19 per cent from
August.

Comparison of Retail Sales in Canada, for 1938 and 1939
by Kinds of Business

ind of Business	September, 1939 + or - p.c. compared with			Cumulative Indexes
	September 1930	September 1938	August 1939	Jan.-Sept., 1939 / Jan.-Sept., 1938
eneral Index	- 6.3	+12.0	+23.7	+ 1.7
oots and Shoes	+ 0.1	+11.3	+68.9	- 3.4
andy	-43.3	- 3.9	+ 5.5	- 3.5
en's Clothing	+ 7.8	+16.5	+61.6	- 2.7
omen's Clothing	-12.5	+14.6	+60.3	- 2.2
epartmental	-11.1	+13.3	+44.9	(e)
rugs	- 2.9	+ 1.1	+ 5.3	+ 1.6
rniture	- 9.2	+ 8.1	+16.4	+ 0.6
oceries and Meats .	+ 2.5	+14.6	+11.6	+ 5.8
rdware	+ 2.8	+13.5	+10.1	+ 0.2
sic and Radio	-34.4	+ 1.9	+33.0	- 0.5
staurant	-33.4	+ 4.4	+ 4.6	- 4.2
riety	+ 4.7	+ 9.5	+14.2	+ 1.6

) Change is less than 0.1 per cent.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index(d)			Boots and Shoes			Candy(h)			Men's Clothing(c)(d)			Women's Clothing(d)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
September, 1929	110.7	117.4	115.1	111.3	118.3	124.5	107.4	113.2	121.7	114.9	122.4	133.0	91.6	97.6	108.4
September, 1930	96.9	99.8	97.9	89.4	92.7	97.6	87.8	90.1	96.8	85.0	88.0	95.7	89.9	93.1	103.4
September, 1931	84.3	86.6	84.9	80.6	83.9	88.3	74.9	76.4	82.2	69.8	71.7	77.9	71.8	73.7	81.9
September, 1932	70.0	71.1	69.7	68.1	70.0	72.9	59.8	60.6	65.1	59.9	60.8	66.1	57.4	58.2	64.7
September, 1933	69.4	68.1	66.7	68.2	66.1	68.1	57.6	55.4	59.6	59.0	56.9	61.8	58.6	56.5	62.8
September, 1934	70.0	71.2	69.8	71.5	71.5	72.9	54.2	54.0	58.0	61.1	61.3	66.6	63.2	63.4	70.4
September, 1935	70.7	75.0	73.6	68.7	73.0	73.0	52.6	55.4	59.6	65.2	69.5	75.5	59.5	63.4	70.4
September, 1936	77.8	79.8	78.3	73.5	76.6	75.1	55.1	56.2	60.4	77.5	79.6	79.6	66.9	68.7	70.8
September, 1937	84.1	86.0	84.3	82.8	85.5	83.0	55.2	56.1	60.3	84.8	86.7	86.7	70.6	72.2	74.4
September, 1938	81.1	82.4	80.8	80.4	82.8	80.3	51.8	52.4	56.3	78.6	79.7	79.7	68.7	69.7	71.9
September, 1939	90.8	89.1	87.4	89.5	87.0	84.4	49.8	48.1	51.7	91.6	88.4	88.4	78.7	75.9	78.2
1938															
October	87.0	86.1	80.5	76.6	74.3	76.6	52.9	51.3	54.0	94.8	92.9	74.3	87.4	85.6	69.6
November	83.8	83.9	79.1	75.1	75.7	74.2	44.6	45.5	53.0	95.5	95.7	77.8	79.5	79.7	71.8
December	112.6	106.9	78.0	104.4	98.3	61.5	109.1	104.8	56.3	130.3	122.0	73.5	111.1	104.0	67.1
1939															
January	62.3	64.1	78.2	38.5	40.0	74.0	37.5	38.5	53.5	55.1	57.0	80.3	48.5	50.2	76.0
February	61.5	65.7	75.5	32.5	34.6	64.0	50.0	54.3	54.3	44.7	47.7	75.7	40.3	42.9	72.7
March	72.9	70.1	76.2	48.8	47.4	55.1	43.8	43.5	51.1	55.5	53.3	66.6	59.7	57.4	66.0
April	81.7	83.7	79.0(f)	82.4	82.6	77.2	78.8	78.6	60.5	79.9	81.4	74.7	89.4	91.0	71.7
May	84.8	84.9	80.9	85.9	86.4	70.2(f)	54.0	53.8	54.9	75.0	75.8	73.6	74.4	75.2	70.2
June	86.7	85.9	85.0	108.6	108.4	75.3	42.8	43.5	56.4	80.7	80.0	75.5	74.6	73.9	65.4
July	71.6	73.7	83.7	70.2	72.4	77.0	43.8	42.6	50.7	62.9	65.4	80.8(f)	57.0	59.3	69.8(f)
August	73.4	71.1	81.8	53.0	51.9	68.2	47.2	46.7	49.7(f)	56.7	55.1	75.5	49.1	47.8	68.3
September	90.8	89.1	87.4	89.5	87.0	84.4	49.8	48.1	51.7	91.6	88.4	88.4	78.7	75.9	78.2

(c) Includes men's furnishings.
(d) Revised to census trend.
(f) Final figures.
(h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental			Drugs(d)			Furniture			Groceries and Meats(b)		
	A	B	C	A	B	C	A	B	C	A	B	C
September, 1929	107.5	114.5	110.1	101.2	105.4	107.6	131.4	140.0	126.1	104.5	111.1	111.1
September, 1930	99.9	102.6	98.7	93.4	95.3	97.2	101.4	104.1	93.8	94.8	98.3	98.3
September, 1931	82.4	84.6	81.3	87.4	88.6	90.4	85.3	87.5	78.2	88.4	91.0	91.0
September, 1932	68.6	69.9	67.2	78.0	78.8	80.4	64.3	65.9	55.4	75.7	76.4	76.4
September, 1933	71.3	71.8	69.0	74.3	73.3	74.8	68.8	68.9	57.4	73.8	69.9	69.9
September, 1934	72.2	75.7	72.8	75.5	76.3	77.9	76.2	79.1	65.9	69.7	68.6	68.6
September, 1935	71.6	76.3	73.4	75.7	78.8	80.4	80.7	85.9	71.6	71.1	75.5	75.5
September, 1936	78.8	80.9	77.8	83.9	85.0	83.3	91.6	93.9	78.3	76.8	79.1	79.1
September, 1937	80.9	82.8	79.6	91.9	93.1	91.3	102.5	105.1	87.6	85.9	87.8	87.8
September, 1938	78.4	79.9	76.8	89.7	90.6	88.8	85.2	87.4	72.9	84.8	85.7	85.7
September, 1939	88.8	89.4	86.0	90.7	89.6	87.8	92.1	92.3	76.9	97.2	92.4	92.4
1938												
October	87.9	88.9	77.3	94.2	92.7	90.9	93.8	94.0	83.9	86.3	83.6	83.6
November	90.4	89.6	78.6	86.3	87.4	87.4	83.2	82.4	81.5	82.0	82.8	83.7
December	131.5	127.4	78.6	113.4	108.4	87.4	96.9	93.8	84.5	101.6	93.7	84.4
1939												
January	54.2	55.7	75.2	83.2	83.8	90.1	48.6	49.9	75.6	78.0	81.1	84.4
February	54.2	57.7	72.2	82.2	89.3	91.1	60.0	64.0	77.1	80.0	85.2	86.9
March	65.6	62.4	71.7	91.0	89.0	91.8	65.5	62.8	72.2	92.4	89.1	91.9
April	74.0	77.9	75.7	89.0	89.9	91.7	82.0	85.2	72.9	92.6	93.1	87.9(f)
May	77.4	76.7	75.2	88.8	87.7	91.4	100.1	99.2	78.8	91.9	93.6	90.9
June	75.5	74.3	72.1	85.6	86.5	90.1	80.3	79.6	80.4	102.6	101.6	101.6
July	57.2	58.7	77.3(f)	86.2	84.9	88.4(f)	63.0	64.7	82.9(f)	83.5	87.2	88.9
August	61.3	58.5	73.1	86.1	84.5	86.2	79.1	75.7	75.7	87.1	85.2	92.7
September	88.8	89.4	86.0	90.7	89.6	87.8	92.1	92.3	76.9	97.2	92.4	92.4

(b) Indexes of grocery and meat store sales have been revised from January, 1936.
The index of grocery and meat store sales for September, 1939, was constructed from returns submitted by all the larger chain store companies and by 1,200 independent stores which reported comparative sales figures for September of this year and last. Indexes for earlier months of 1939 were computed from chain figures only. The introduction of the results for independent stores permits a more accurate comparison between September of this year and last but prevents a legitimate comparison between September and August of 1939.
(d) Revised to census trend.
(f) Final figures.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware			Music and Radio(d)			Restaurants(d)			Variety		
	A	B	C	A	B	C	A	B	C	A	B	C
September, 1929	139.8	149.2	132.0	160.6	171.2	134.8	116.3	119.5	113.8	108.3	115.2	118.8
September, 1930	108.1	110.8	98.0	114.2	116.9	92.0	99.7	101.1	96.3	92.8	96.0	99.0
September, 1931	91.8	94.1	83.3	88.3	90.4	69.5	83.0	84.2	80.2	87.6	90.5	93.3
September, 1932	69.3	71.0	62.3	64.0	65.5	48.9	63.2	63.9	60.9	75.0	76.9	79.3
September, 1933	68.4	70.1	60.4	53.4	54.6	40.1	56.8	56.8	54.1	79.2	76.7	79.0
September, 1934	76.4	81.6	69.1	62.6	66.7	48.7	57.9	58.9	56.1	79.9	79.7	82.2
September, 1935	80.5	86.0	72.2	63.3	67.5	49.3	62.2	63.9	60.9	77.9	83.0	85.5
September, 1936	89.3	91.1	76.0	73.4	75.1	63.1	66.0	66.9	63.7	85.5	88.4	91.1
September, 1937	102.8	104.9	87.4	80.1	82.0	68.9	67.8	68.7	65.4	89.8	92.5	95.4
September, 1938	97.9	100.0	83.3	73.5	75.2	63.2	63.6	64.3	61.2	88.8	91.2	94.0
September, 1939	111.1	113.7	94.7	74.9	76.6	64.4	66.4	66.4	63.2	97.2	94.1	97.0
1938												
October	100.8	103.0	89.5	79.1	80.9	64.2	62.3	61.3	61.3	98.8	96.0	96.0
November	89.7	88.1	88.1	70.3	69.2	55.4	60.7	61.5	64.1	92.7	93.3	92.3
December	92.6	90.9	81.2	87.0	85.6	62.0	64.8	62.8	61.6	188.0	176.7	88.3
1939												
January	51.5	52.7	95.8	49.4	50.5	64.0	56.2	55.9	60.1	59.6	61.7	97.9
February	45.5	48.5	86.7	45.1	48.1	60.9	51.6	56.1	58.4	60.3	64.3	89.3
March	58.5	55.5	79.2(f)	52.2	49.4	61.0	59.6	58.3	60.1	69.2	67.3	84.1
April	78.5	83.7	80.4	59.0	62.9	67.6	58.6	59.6	59.0	86.8	87.0	94.6
May	111.2	109.4	80.5	77.8	76.5	67.1(f)	63.1	61.9	61.9	91.6	92.2	92.2
June	104.2	102.6	86.2	61.2	60.2	66.2	57.3	57.9	57.3	98.6	98.4	95.6
July	96.3	98.5	89.6	53.4	54.7	70.1	60.4	59.5	57.7(f)	91.8	95.0	95.0
August	100.9	95.6	92.8	56.3	53.3	69.2	63.5	62.3	58.8	85.1	83.0	90.2(f)
September	111.1	113.7	94.7	74.9	76.6	64.4	66.4	66.4	63.2	97.2	94.1	97.0

(d) Revised to census trend.
(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores(c)						
September, 1936 ..	98.2	90.7	91.8	92.5	124.1	109.9
September, 1937 ..	107.5	100.0	108.7	108.1	106.7	109.0
September, 1938 ..	99.6	90.4	97.0	98.1	114.5	94.1
September, 1939 ..	116.1	105.4	113.5	111.9	144.1	113.0
1939						
April	101.3	100.1	100.3	102.5	105.1	92.8
May	95.1	101.3	106.7	89.1	89.8	95.8
June	102.3	114.8	114.1	98.1	91.4	96.6
July	79.8(f)	98.8	83.9	73.8	76.7	87.5
August	71.9	89.1	72.7	67.4	66.2	87.8
September	116.1	105.4	113.5	111.9	144.1	113.0
% Change, September, 1939 / September, 1938	+16.5	+16.6	+17.0	+14.1	+25.9	+20.1
% Change, Jan.-Sept., 1939 / Jan.-Sept., 1938	- 2.7	- 4.6	- 4.0	- 4.2	+ 0.6	+ 2.8
Women's Clothing Stores						
September, 1936 ..	93.9	84.1	91.1	91.5	100.4	102.2
September, 1937 ..	99.2	101.3	95.4	99.5	95.3	106.4
September, 1938 ..	96.5	99.1	90.3	97.7	93.4	100.8
September, 1939 ..	110.5	108.2	102.1	110.0	122.2	119.6
1939						
April	125.5	123.2	123.3	125.4	126.4	132.1
May	104.5	130.7	111.4	97.1	100.7	117.1
June	104.7	134.5	112.2	100.0	95.3	108.8
July	80.1(f)	96.5	81.7	76.0	81.6	87.7
August	69.0	93.1	63.2	65.4	74.3	85.7
September	110.5	108.2	102.1	110.0	122.2	119.6
% Change, September, 1939 / September, 1938	+14.6	+ 9.2	+13.1	+12.6	+31.0	+18.7
% Change, Jan.-Sept., 1939 / Jan.-Sept., 1938	- 2.2	- 2.3	- 4.6	- 2.2	+ 1.8	+ 3.6
Grocery and Meat Stores (b)						
September, 1936 ..	96.8	(a)	89.2	96.3	115.3	97.7
September, 1937 ..	108.3	(a)	100.6	107.5	125.7	113.4
September, 1938 ..	106.9	(a)	103.5	106.3	120.1	101.0
September, 1939 ..	122.6	(a)	117.2	122.2	135.3	124.5
1939						
April	116.7(f)	(a)	125.7	119.5	97.3	98.9
May	115.9	(a)	119.4	116.7	109.5	108.8
June	129.4	(a)	129.6	125.7	136.8	136.7
July	105.4	(a)	99.6	104.1	120.0	109.9
August	109.8	(a)	100.0	106.7	135.3	121.7
September	122.6	(a)	117.2	122.2	135.3	124.5
% Change, September, 1939 / September, 1938	+14.6	(a)	+13.2	+15.0	+12.7	+23.3
% Change, Jan.-Sept., 1939 / Jan.-Sept., 1938	+ 5.8	(a)	+ 8.3	+ 5.3	+ 4.9	+ 0.8

(a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations. (b)The index of grocery and meat store sales for September was constructed from returns submitted by all the larger chain store companies and by 1200 independent stores which reported comparative sales figures for September of this year and last. Indexes for earlier months of 1939 were computed from chain figures only. The introduction of the results for independent stores permits a more accurate comparison between September of this year and last but prevents a legitimate comparison between September and August of 1939. (c) Includes men's furnishings. (f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
September, 1936 ..	104.7	93.8	103.9	99.1	116.0	103.8
September, 1937 ..	107.7	101.4	118.5	105.9	103.9	111.0
September, 1938 ..	104.4	92.1	113.2	107.5	97.8	104.0
September, 1939 ..	118.4	99.5	125.4	118.1	119.2	120.4
1939						
April	98.7	89.9	108.7	98.8	94.6	101.5
May	103.2	110.0	119.3	103.0	95.6	98.8
June	100.7	111.2	114.9	102.6	87.7	102.0
July	76.2(f)	86.4	77.2	71.9	74.0	88.3
August	81.7	85.4	84.2	78.8	77.9	95.4
September	118.4	99.5	125.4	118.1	119.2	120.4
% Change, September, 1939 / September, 1938	+13.3	+ 8.0	+10.8	+ 9.9	+21.9	+15.8
% Change, Jan.-Sept., 1939 / Jan.-Sept., 1938	(e)	- 1.6	(e)	- 0.2	+ 1.9	+ 1.3
Variety Stores						
September, 1936 ..	95.0	97.5	96.2	91.8	103.5	93.3
September, 1937 ..	99.8	107.1	104.5	96.8	99.2	102.1
September, 1938 ..	98.7	100.7	104.2	94.5	103.9	106.1
September, 1939 ..	108.0	111.0	118.7	101.3	106.5	111.3
1939						
April	96.4	92.1	104.1	93.0	92.6	102.8
May	101.8	97.6	118.7	93.6	98.8	105.0
June	109.5	114.3	126.0	104.2	96.3	103.4
July	102.0	103.1	114.6	95.2	98.4	106.2
August	94.5(f)	98.3	103.1	88.0	88.4	110.4
September	108.0	111.0	118.7	101.3	106.5	111.3
% Change, September, 1939 / September, 1938	+ 9.5	+10.2	+13.9	+ 7.2	+ 2.5	+ 4.9
% Change, Jan.-Sept., 1939 / Jan.-Sept., 1938	+ 1.6	- 0.5	+ 4.5	- 0.8	- 2.8	+ 3.0
Drug Stores						
eptember, 1936 ..	100.6	98.5	97.6	97.6	110.8	104.3
eptember, 1937 ..	110.2	108.2	108.9	108.4	114.3	117.0
eptember, 1938 ..	107.6	101.0	104.6	105.4	116.5	114.0
eptember, 1939 ..	108.8	109.2	105.4	106.6	115.3	114.6
939						
April	106.7	104.9	106.7	103.2	118.7	101.7
May	106.5	101.2	110.1	104.8	110.0	105.1
June	102.6	103.8	103.7	103.2	98.7	103.9
July	103.3(f)	105.7	103.0	103.4	101.3	106.0
August	103.2	109.8	103.8	102.2	100.0	109.6
September	108.8	109.2	105.4	106.6	115.3	114.6
Change, September, 1939 / September, 1938	+ 1.1	+ 8.1	+ 0.8	+ 1.1	- 1.0	+ 0.5
Change, Jan.-Sept., 1939 / Jan.-Sept., 1938	+ 1.6	+ 2.0	+ 3.6	+ 0.2	+ 3.5	+ 0.3

) Change is less than 0.1 per cent.
) Final figures.

DEPARTMENTAL STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
SEPTEMBER, 1938 AND SEPTEMBER, 1939
(Based on sales of 18 firms)

	September 1938	September 1939	% Change 1939/38
	$	$	
TOTAL SALES, ALL DEPARTMENTS	18,852,737	21,051,026	+ 11.7
1. Women's dresses, coats and suits	1,711,600	1,935,866	+ 13.1
2. Girls' and infants' wear	716,286	806,997	+ 12.7
3. Hosiery and gloves	840,505	1,006,691	+ 19.8
4. Lingerie and corsets	695,416	812,438	+ 16.8
5. Millinery	391,832	405,943	+ 3.6
6. Women's and children's apparel - (Total, 1-5) ..	4,355,639	4,967,935	+ 14.1
7. Men's and boys' clothing and furnishings	2,189,841	2,601,369	+ 18.8
8. Drugs and toilet articles and preparations	502,230	524,783	+ 4.5
9. Piece goods	1,456,092	1,767,688	+ 21.4
10. Smallwares	614,335	650,055	+ 5.8
11. Food and kindred products	1,676,632	2,065,406	+ 23.2
12. Furniture (including mattresses, springs)	1,129,062	1,105,546	- 2.1
13. Home furnishings	1,348,877	1,380,600	+ 2.4
14. Household appliances and electrical supplies ...	622,282	632,721	+ 1.7
15. Hardware and kitchen utensils	572,529	584,500	+ 2.1
16. Radios, musical instruments and supplies	386,492	399,123	+ 3.3
17. Shoes and other footwear	1,556,595	1,749,493	+ 12.4
18. Stationery, books and magazines	382,528	364,274	- 4.8
19. All other departments, total	2,059,603	2,257,533	+ 9.6

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 9 No. 10

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

OCTOBER 1939

+ + +

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MONTHLY INDEXES OF RETAIL SALES, OCTOBER, 1939

Continued brisk demand for household furnishings, for jewellery and for textile products, but a return to more normal buying habits in the case of foodstuffs were the outstanding features of the retail trade of Canada during the month of October. Composite figures for twelve lines of business dealing chiefly in foods, clothing and household requirements averaged 6 per cent higher in October of this year than last and revealed a gain of 1 per cent over September, unadjusted indexes of sales on the 1930 base standing at 92.1 for October, 1939, 91.1 for September and 87.0 for October, 1938.

The 6 per cent increase in sales in October of this year compared with last is considerably below the 12 per cent gain which was recorded in the corresponding September comparison but is higher than results obtained in earlier months, cumulative totals for the first ten months of the current year standing 2 per cent above the corresponding period of 1938. Differences in number of business days and, in particular, differences in the number of Saturdays occuring in different months have an important effect upon these sales comparisons. There were five Saturdays in September this year and four a year ago whereas in October the relative numbers were reversed. Comparisons based on average daily sales rather than monthly totals and in which account is taken of the varying sales importance of different days of the week showed gains of 8 per cent for September and 10 per cent for October against corresponding months of 1938.

Most pronounced gains occurred in sales of department stores, men's and women's clothing stores and furniture stores. Department store sales were 15 per cent higher than in October a year ago, with increases recorded in all regions of the country. In the Prairie Provinces, the gain was 23 per cent and in the Maritime Provinces, 22 per cent. Increases of 12 and 10 per cent were reported for Ontario and Quebec respectively, while a smaller gain of 5 per cent occurred in British Columbia.

Sales of 21 departmental firms reporting sales by departments averaged 16 per cent higher than in October last year. The only decline was for stationery and books where sales were down 4 per cent. Marked gains occurred in sales of clothing, boots and shoes and dry goods. Sales of men's clothing gained 30 per cent, while the increase for women's clothing was 21 per cent. Boot and shoe sales were 22 per cent higher and an increase of 21 per cent was reported for sales of piece goods. In the household group, increases were as follows: 14 per cent for household appliances, 12 per cent for hardware, 10 per cent for furniture, 9 per cent for radio and music and 7 per cent for home furnishings. Food sales were only fractionally higher than in October, 1938.

Sales of men's clothing stores averaged 12 per cent higher for the Dominion than in October, 1938. The Maritime Provinces showed improvement of 18 per cent, and sales in Ontario were 16 per cent higher. An increase of 11 per cent was recorded in British Columbia, while sales in both Quebec and the Prairie Provinces were 10 per cent higher. Compared with the 8 per cent increase in sales of women's clothing stores in Canada over October, 1938, gains in the various regions were as follows: British Columbia, 14 per cent; the Maritime Provinces, 12 per cent; Ontario, 11 per cent; the Prairie Provinces, 7 per cent and Quebec, 3 per cent. Furniture store sales increased 9 per cent over October, 1938.

Grocery store sales reacted from the sharp upturn reflected in figures for September when the occurrence of five Saturdays together with abnormal demand for staple food products resulted in a net increase of 16 per cent over September a year ago. Sales for the month of October were only one per cent above October, 1938. However, comparisons based on average daily sales reveal quite similar results for September and October. Average daily sales were 9 per cent higher in September of this

ear than last with October showing a gain of 8 per cent. Purchases in Western Canada ere still considerably higher than in October, 1938, gains of 8 per cent in British olumbia and 7 per cent in the Prairie Provinces being recorded. Sales in both Ontario nd Quebec were 1 per cent lower than in October last year.

Variety store sales in the Dominion were 3 per cent higher than in ctober, 1938. Increases of 4 per cent occurred in both Ontario and British Columbia, hile sales in the Maritime Provinces and in the Prairie Provinces were 1 per cent ower. Sales in Quebed were approximately the same as in October last year.

Other groups reporting increased sales over last October were as ollows: restaurants, 4 per cent; music and radio stores, 3 per cent and hardware tores, 2 per cent. Declines of 3 per cent occurred in sales of both boot and shoe tores and candy stores. Drug store sales were also down 1 per cent and, although there as a reported increase of 2 per cent for Quebec, decreases of 1 per cent were shown for he Maritime Provinces, the Prairie Provinces and British Columbia, and 2 per cent for ntario.

Figures reported by a representative number of jewellery stores hroughout Canada reflected increased sales of 15 per cent over October, 1938, for that ine.

Comparison of Retail Sales in Canada, for 1938 and 1939

by Kinds of Business

ind of Business	October, 1939 + or - per cent compared with			Cumulative Indexes
	October 1930	October 1938	September 1939	Jan.-Oct., 1939 / Jan.-Oct., 1938
eneral Index	- 14.2	+ 5.9	+ 1.1	+ 2.2
oots and Shoes	- 23.9	- 2.9	- 16.9	- 3.4
andy	- 40.9	- 3.0	+ 3.0	- 3.4
en's Clothing	- 10.4	+ 12.0	+ 16.4	- 0.8
omen's Clothing	- 5.0	+ 7.8	+ 19.1	- 0.9
epartmental	- 13.7	+ 14.9	+ 12.8	+ 2.0
rugs	- 5.2	- 1.1	+ 3.0	+ 1.3
arniture	- 4.2	+ 8.5	+ 10.5	+ 2.0
roceries and Meats .	- 11.8	+ 0.6	- 11.5	+ 5.4
ardware	- 14.3	+ 1.8	- 6.6	(e)
usic and Radio	- 41.6	+ 3.2	+ 8.4	+ 0.1
estaurant	- 34.0	+ 4.3	- 0.6	- 3.6
ariety	- 3.8	+ 2.6	+ 4.6	+ 1.7

e) Change is less than 0.1 per cent.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index(d)			Boots and Shoes			Candy(h)			Men's Clothing(c)(d)			Women's Clothing(d)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
October, 1929	127.0	122.8	114.8	121.4	118.6	122.3	109.8	108.7	114.4	186.5	181.3	146.2	106.7	103.7	108.0
October, 1930	107.4	103.0	96.3	97.8	94.8	97.7	86.8	85.3	89.8	118.5	113.9	91.9	99.2	95.3	99.3
October, 1931	91.9	85.2	79.6	90.0	82.2	84.8	86.2	80.7	85.0	87.8	80.5	64.9	87.5	80.2	83.5
October, 1932	75.6	72.9	68.1	74.2	69.8	72.0	61.5	59.7	62.8	75.6	72.4	58.4	64.2	61.5	64.1
October, 1933	72.0	72.2	67.5	67.5	67.7	67.5	57.2	58.6	61.7	73.2	74.0	59.7	60.1	60.7	63.2
October, 1934	77.5	75.4	70.5	68.1	66.6	68.6	56.4	56.0	58.9	90.2	88.4	71.3	66.1	64.7	67.4
October, 1935	81.0	78.3	73.2	70.7	69.1	71.2	57.4	56.8	59.8	93.9	91.3	73.6	69.9	67.9	70.7
October, 1936	90.3	83.7	78.3	83.0	75.9	78.2	60.6	56.8	59.8	110.1	100.9	80.7	94.6	86.7	70.5
October, 1937	93.4	89.2	83.4	87.8	82.7	85.2	59.3	57.1	60.1	113.1	106.7	85.4	98.2	92.6	75.3
October, 1938	87.0	86.1	80.5	76.6	74.3	76.6	52.9	51.3	54.0	94.8	92.9	74.3	87.4	85.6	69.6
October, 1939	92.1	94.8	88.6	74.4	77.3	79.7	51.3	52.7	55.5	106.2	109.9	87.9	94.2	97.5	79.2
1938															
November	83.8	83.9	79.1	75.1	75.7	74.2	44.6	45.5	53.0	95.5	95.7	77.8	79.5	79.7	71.8
December	112.6	106.9	78.0	104.4	98.3	61.5	109.1	104.8	56.3	130.3	122.0	73.5	111.1	104.0	67.1
1939															
January	62.3	64.1	78.2	38.5	40.0	74.0	37.5	38.5	53.5	55.1	57.0	80.3	48.5	50.2	76.0
February	61.5	65.7	75.5	32.5	34.6	64.0	50.0	54.3	54.3	44.7	47.7	75.7	40.3	42.9	72.7
March	72.9	70.1	76.2	48.8	47.4	55.1	43.8	43.5	51.1	55.5	53.3	66.6	59.7	57.4	66.0
April	81.7	83.7	79.0	82.4	82.6	77.2	78.8	78.6	60.5	79.9	81.4	74.7	89.4	91.0	71.7
May	84.8	84.9	80.9(f)	85.9	86.4	70.2	54.0	53.8	54.9	75.0	75.8	73.6	74.4	75.2	70.2
June	86.6	85.9	85.0	107.5	107.3	74.5	42.8	43.5	56.4	80.7	80.0	75.5	74.6	73.9	65.4
July	71.6	73.6	83.7	69.8	72.0	76.6	43.8	42.6	50.7	62.9	65.4	80.8	57.0	59.3	69.8
August	73.4	71.2	81.8	53.7	52.5	69.1	47.2	46.7	49.7(f)	56.7	55.1	75.4(f)	49.0	47.6	68.0(f)
September	91.1	89.4	87.6	89.5	87.0	84.4(f)	49.8	48.1	51.7	91.2	88.0	88.0	79.1	76.3	78.7
October	92.1	94.8	88.6	74.4	77.3	79.7	51.3	52.7	55.5	106.2	109.9	87.9	94.2	97.5	79.2

(c) Includes men's furnishings.
(d) Revised to census trend.
(f) Final figures.
(h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental			Drugs(d)			Furniture			Groceries and Meats (b)		
	A	B	C	A	B	C	A	B	C	A	B	C
October, 1929	128.6	122.7	106.7	106.5	104.5	105.6	148.3	141.9	122.4	114.6	112.0	112.0
October, 1930	117.1	111.3	96.8	98.3	96.0	97.0	106.3	101.7	87.7	98.4	94.7	94.7
October, 1931	94.4	88.4	76.9	91.0	87.0	87.9	101.8	95.2	82.1	91.2	82.5	82.5
October, 1932	81.2	79.2	68.9	81.4	80.1	80.9	65.5	63.3	54.6	76.6	72.7	72.7
October, 1933	81.2	80.5	70.0	73.3	73.8	74.5	63.1	62.4	55.7	71.6	72.8	72.8
October, 1934	83.9	80.4	69.9	77.5	76.5	77.3	77.3	74.0	66.1	75.3	74.4	74.4
October, 1935	87.6	83.6	72.7	80.4	78.8	79.6	89.2	85.4	76.2	77.5	75.6	75.6
October, 1936	94.7	88.7	77.2	89.9	85.9	84.2	104.2	97.4	87.0	86.0	77.9	77.9
October, 1937	94.0	91.4	79.5	94.9	92.5	90.7	103.8	100.4	89.7	93.2	86.9	86.9
October, 1938	87.9	88.9	77.3	94.2	92.7	90.9	93.8	94.0	83.9	86.3	83.6	83.6
October, 1939	101.0	103.7	90.2	93.2	93.9	92.1	101.8	104.6	93.3	86.8	90.2	90.2
1938												
November	90.4	89.6	78.6	86.3	87.4	87.4	83.2	82.4	81.5	82.0	82.8	83.7
December	131.5	127.4	78.6	113.4	108.4	87.4	96.9	93.8	84.5	101.6	93.7	84.4
1939												
January	54.2	55.7	75.2	83.2	83.8	90.1	48.6	49.9	75.6	78.0	81.1	84.4
February	54.2	57.7	72.2	82.2	89.3	91.1	60.0	64.0	77.1	80.0	85.2	86.9
March	65.6	62.4	71.7	91.0	89.0	91.8	65.5	62.8	72.2	92.4	89.1	91.9
April	74.0	77.9	75.7	89.0	89.9	91.7	82.0	85.2	72.9	92.6	93.1	87.9
May	77.4	76.7	75.2	88.8	87.7	91.4	100.1	99.2	78.8	91.9	93.6	90.9
June	75.5	74.3	72.1	85.6	86.5	90.1	80.3	79.6	80.4	102.6	101.6	101.6
July	57.2	58.7	77.3(f)	86.2	84.9	88.4	63.0	64.7	82.9	83.6	87.2	88.9(f)
August	61.3	58.5	73.1	86.1	84.5	86.2(f)	82.3	78.8	78.8(f)	87.1	85.3	92.7
September	89.5	90.1	86.6	90.5	89.4	87.6	92.1	92.3	76.9	98.1	93.2	93.2
October	101.0	103.7	90.2	93.2	93.9	92.1	101.8	104.6	93.3	86.8	90.2	90.2

(b) Indexes of grocery and meat store sales have been revised from January, 1936.
Beginning with September, 1939, the index of grocery and meat store sales was constructed from returns submitted by all the larger chain store companies and by 1,200 independent stores which reported sales figures for corresponding months of this year and last. Indexes for earlier months of 1939 were computed from chain figures only. The introduction of the results for independent stores permits a more accurate comparison between September of this year and last but prevents a legitimate comparison between September and August of 1939.
(d) Revised to census trend.
(f) Final figures.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware			Music and Radio(d)			Restaurants(d)			Variety		
	A	B	C	A	B	C	A	B	C	A	B	C
October, 1929	137.5	130.5	113.4	206.6	195.8	136.0	118.1	115.9	115.9	125.4	122.2	116.4
October, 1930	119.7	113.6	98.8	139.8	132.5	92.0	98.5	96.3	96.3	105.4	102.4	97.5
October, 1931	86.8	82.3	71.6	103.0	97.6	69.7	78.5	76.0	76.0	107.7	98.6	93.9
October, 1932	71.4	70.4	61.2	62.2	61.2	45.3	59.4	58.5	58.5	87.1	82.4	78.5
October, 1933	70.7	69.7	60.6	52.0	51.2	38.5	55.6	55.3	55.3	80.8	81.2	77.3
October, 1934	84.7	80.4	69.9	67.4	63.9	48.4	58.9	57.8	57.8	86.3	84.4	80.4
October, 1935	86.3	81.9	71.2	77.5	73.4	55.6	63.7	62.5	62.5	90.4	88.1	88.1
October, 1936	94.6	89.4	77.8	87.4	82.8	65.7	65.2	63.2	63.2	100.7	92.2	92.2
October, 1937	96.7	95.0	82.6	85.2	83.8	66.5	67.2	65.9	65.9	102.5	96.6	96.6
October, 1938	100.8	103.0	89.5	79.1	80.9	64.2	62.3	61.3	61.3	98.8	96.0	96.0
October, 1939	102.6	105.0	91.3	81.6	83.5	66.3	65.0	64.6	64.6	101.4	104.9	104.9
1938												
November	89.7	88.1	88.1	70.3	69.2	55.4	60.7	61.5	64.1	92.7	93.3	92.3
December	92.6	90.9	81.2	87.0	85.6	62.0	64.8	62.8	61.6	188.0	176.7	88.3
1939												
January	51.5	52.7	95.8	49.4	50.5	64.0	56.2	55.9	60.1	59.6	61.7	97.9
February	45.5	48.5	86.7	45.1	48.1	60.9	51.6	56.1	58.4	60.3	64.3	89.3
March	58.5	55.5	79.2	52.2	49.4	61.0	59.6	58.3	60.1	69.2	67.3	84.1
April	78.5	83.7	80.4	59.0	62.9	67.6	58.6	59.6	59.0	86.8	87.0	94.6
May	111.2	109.4	80.5	77.8	76.5	67.1(f)	63.1	61.9	61.9	91.6	92.2	92.2
June	104.2	102.6	86.2(f)	61.2	60.2	66.2	57.3	57.9	57.3	98.6	98.4	95.6
July	96.1	98.4	89.4	53.4	54.6	70.1	60.4	59.5	57.7	91.8	95.0	95.0
August	99.3	94.1	91.3	56.5	53.5	69.5	63.9	62.7	59.1	85.1	83.0	90.2
September	109.9	112.5	93.7	75.3	77.1	64.8	65.4	65.5	62.3(f)	96.9	93.8	96.7(f)
October	102.6	105.0	91.3	81.6	83.5	66.3	65.0	64.6	64.6	101.4	104.9	104.9

(d) Revised to census trend.
(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

ear and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
			Men's Clothing Stores(c)			
ctober, 1936 ...	139.5	116.1	128.6	137.1	175.5	136.0
ctober, 1937 ...	143.3	123.8	135.9	150.4	143.3	131.3
ctober, 1938 ...	120.2	103.0	104.7	113.9	173.0	114.9
ctober, 1939 ...	134.6	121.5	115.4	132.4	191.0	127.6
939						
May	95.1	101.3	106.7	89.1	89.8	95.8
June	102.3	114.8	114.1	98.1	91.4	96.6
July	79.8	98.8	83.9	73.8	76.7	87.5
August	71.8(f)	89.1	72.7	67.4	65.6	87.6
September	115.6	104.4	114.2	110.8	144.8	110.7
October	134.6	121.5	115.4	132.4	191.0	127.6
Change, October, 1939 / October, 1938	+12.0	+18.0	+10.2	+16.2	+10.4	+11.1
Change, Jan.-Oct., 1939 / Jan.-Oct., 1938	- 0.8	- 2.3	- 2.3	- 1.7	+ 2.4	+ 3.6
			Women's Clothing Stores			
tober, 1936 ...	132.9	127.4	130.1	134.8	144.7	117.4
tober, 1937 ...	137.9	137.4	134.7	144.6	133.5	120.9
tober, 1938 ...	122.7	122.5	114.8	118.6	145.0	118.2
tober, 1939 ...	132.2	137.0	118.6	132.1	155.0	134.7
39						
May	104.5	130.7	111.4	97.1	100.7	117.1
June	104.7	134.5	112.2	100.0	95.3	108.8
July	80.1	96.5	81.7	76.0	81.6	87.7
August	68.8(f)	93.1	63.4	64.9	73.8	85.7
September	111.1	108.2	103.2	111.0	121.3	119.6
October	132.2	137.0	118.6	132.1	155.0	134.7
Change, October, 1939 / October, 1938	+ 7.8	+11.8	+ 3.3	+11.4	+ 6.9	+14.0
Change, Jan.-Oct., 1939 / Jan.-Oct., 1938	- 0.9	- 0.8	- 3.5	- 0.4	+ 2.4	+ 4.8
			Grocery and Meat Stores(b)			
ober, 1936 ...	108.4	(a)	105.4	109.7	113.6	104.5
ober, 1937 ...	117.5	(a)	113.5	117.5	124.8	120.6
ober, 1938 ...	108.8	(a)	110.9	109.5	107.2	99.8
ober, 1939 ...	109.5	(a)	109.7	108.0	115.0	107.5
39						
May	115.9	(a)	119.4	116.7	109.5	108.8
June	129.4	(a)	129.6	125.7	136.8	136.7
July	105.4(f)	(a)	99.6	104.1	120.1	109.9
August	109.8	(a)	100.1	106.7	135.7	121.7
eptember	123.8	(a)	117.6	122.0	143.4	124.2
ctober	109.5	(a)	109.7	108.0	115.0	107.5
hange, ctober, 1939 / ctober, 1938	+ 0.6	(a)	- 1.1	- 1.4	+ 7.3	+ 7.7
hange, an.-Oct., 1939 / an.-Oct., 1938	+ 5.4	(a)	+ 7.3	+ 4.6	+ 5.9	+ 1.5

Figures for the Maritime Provinces are withheld to avoid disclosing individual operations. (b) Beginning with September, 1939, the index of grocery and meat store sales was constructed from returns submitted by all the larger chain store companies and by 1,200 independent stores which reported sales figures for corresponding months of this year and last. Indexes for earlier months of 1939 were computed from chain figures only. The production of the results for independent stores permits a more accurate comparison between September of this year and last but prevents a legitimate comparison between September and August of 1939. (c) Includes men's furnishings. (f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

ear and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
			Department Stores			
ctober, 1936 ...	126.1	116.5	118.0	118.0	146.8	121.0
ctober, 1937 ...	125.2	123.0	124.1	123.7	130.5	121.2
ctober, 1938 ...	117.1	102.8	116.5	109.1	131.9	117.0
ctober, 1939 ...	134.6	125.6	128.1	122.3	162.6	122.3
939						
May	103.2	110.0	119.3	103.0	95.6	98.8
June	100.7	111.2	114.9	102.6	87.7	102.0
July	76.2(f)	86.4	77.2	71.9	74.0	88.3
August	81.7	85.3	84.2	78.7	77.9	95.4
September	119.3	101.6	125.1	119.1	120.6	120.1
October	134.6	125.6	128.1	122.3	162.6	122.3
Change, October, 1939 / October, 1938	+14.9	+22.2	+10.0	+12.1	+23.3	+ 4.5
Change, Jan.-Oct., 1939 / Jan.-Oct., 1938	+ 2.0	+ 1.3	+ 1.1	+ 1.4	+ 5.2	+ 1.6
			Variety Stores			
tober, 1936 ...	111.9	113.8	109.9	111.5	122.9	102.3
tober, 1937 ...	113.9	119.7	115.6	113.7	115.1	105.6
tober, 1938 ...	109.8	111.6	118.9	103.6	122.3	107.9
tober, 1939 ...	112.6	110.1	119.3	107.3	121.6	111.7
39						
May	101.8	97.6	118.7	93.6	98.8	105.0
June	109.5	114.3	126.0	104.2	96.3	103.4
July	102.0	103.1	114.6	95.2	98.4	106.2
August	94.5	98.3	103.1	88.0	88.4	110.4
September	107.7(f)	110.2	118.7	100.9	106.5	111.3
October	112.6	110.1	119.3	107.3	121.6	111.7
Change, October, 1939 / October, 1938	+ 2.6	- 1.3	+ 0.3	+ 3.6	- 0.6	+ 3.5
Change, Jan.-Oct., 1939 / Jan.-Oct., 1938	+ 1.7	- 0.7	+ 4.0	- 0.3	- 2.5	+ 3.0
			Drug Stores			
ober, 1936 ...	107.8	104.4	105.9	104.2	118.6	112.7
ober, 1937 ...	113.8	116.0	111.9	110.8	118.4	123.6
ober, 1938 ...	113.0	108.1	111.9	108.2	126.0	119.1
ober, 1939 ...	111.8	107.5	114.0	105.6	124.9	117.6
39						
ay	106.5	101.2	110.1	104.8	110.0	105.1
une	102.6	103.8	103.7	103.2	98.7	103.9
uly	103.3	105.7	103.0	103.4	101.3	106.0
ugust	103.2(f)	110.1	103.8	102.0	100.4	109.7
eptember	108.5	107.9	105.3	106.0	116.6	112.8
ctober	111.8	107.5	114.0	105.6	124.9	117.6
hange, ctober, 1939 / ctober, 1938	- 1.1	- 0.6	+ 1.9	- 2.4	- 0.9	- 1.3
hange, an.-Oct., 1939 / an.-Oct., 1938	+ 1.3	+ 1.6	+ 3.4	- 0.1	+ 3.1	(e)

Change is less than 0.1 per cent.
Final figures.

DEPARTMENTAL STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
OCTOBER, 1938 AND OCTOBER, 1939
(Based on sales of 21 firms)

	October 1938 $	October 1939 $	% Change 1939/38
TOTAL SALES, ALL DEPARTMENTS	21,255,838	24,713,412	+ 16.3
Women's dresses, coats and suits	2,285,953	2,810,574	+ 22.9
Girls' and infants' wear	895,570	1,089,531	+ 21.7
Hosiery and gloves	1,011,031	1,200,748	+ 18.8
Lingerie and corsets	898,294	1,085,439	+ 20.8
Millinery	343,684	372,592	+ 8.4
Women's and children's apparel - (Total, 1-5)	5,434,552	6,558,884	+ 20.7
Men's and boys' clothing and furnishings	2,852,083	3,701,724	+ 29.8
Drugs and toilet articles and preparations	524,583	537,069	+ 2.4
Piece goods	1,618,957	1,961,213	+ 21.1
Smallwares	735,096	823,122	+ 12.0
Food and kindred products	1,801,358	1,804,005	+ 0.1
Furniture (including mattresses, springs)	1,092,930	1,196,319	+ 9.5
Home furnishings	1,505,123	1,616,837	+ 7.4
Household appliances and electrical supplies	633,126	721,175	+ 13.9
Hardware and kitchen utensils	623,355	699,966	+ 12.3
Radios, musical instruments and supplies	394,016	428,221	+ 8.7
Shoes and other footwear	1,595,889	1,947,530	+ 22.0
Stationery, books and magazines	281,590	271,536	- 3.6
All other departments, total	2,163,180	2,445,811	+ 13.1

Lacking Nov. 1939

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 9 No. 12

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

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MONTHLY INDEXES OF RETAIL SALES, DECEMBER, 1939

Extent of the brisk Christmas buying in December, 1939 is reflected in etail trade statistics for that month, dollar volume of sales for twelve kinds of etail business for which figures are available averaging 38 per cent higher than in ovember and 9 per cent above the level of December, 1938. The general index of sales, nadjusted for number of business days or for seasonal variations and on the base 1930 quals 100, stands at 122.2 for December, 1939, 88.6 for November, 1939 and 112.6 for ecember, 1938. Retail sales in December, 1939 reached the highest peak recorded for ny month in the past nine years; they were slightly lower than in December, 1930 when he index stood at 125.5.

The 9 per cent increase compared with December, 1938, is a continuation f gains recorded in corresponding-month comparisons for the preceding four months. he marked gain from November brought the underlying trend in retail purchasing back to level approximately equal to that recorded in the first months of the war; the eneral index, adjusted both for number of business days and for normal seasonal variaions, stands at 87.5 for December, 1939, 83.3 for November, 88.6 for October and 7.6 for September.

Average monthly sales during 1939 were 3 per cent higher than in 1938, ine of the twelve lines of business reporting an increase. Comparison of retail sales ndexes for the past year shows that sales during each of the first four months lagged ehind figures for the corresponding months of 1938. A series of increases then began n May which, except for a slight lapse in July, continued throughout the remainder of he year, and at a generally increasing rate. The most pronounced gain recorded during 939 was that for September, when uncertainty attendant upon the beginning of the war aused abnormal purchasing with a gain of 12 per cent in sales over September, 1938.

Sales of boot and shoe stores showed the greatest improvement during ecember, with a gain of 16 per cent over sales in the same month of 1938. This was not ufficient, however, to outweigh a long series of declines recorded in earlier months, ith the result that cumulative figures for the year were 2 per cent below corresponding igures for 1938. Furniture store sales gained 15 per cent over December, 1938, while ales for the year were 4 per cent above 1938. Hardware store sales increased 11 per ent in December and were up 1 per cent on the year, while sales of music and radio tores increased 5 per cent over December, 1938, and 2 per cent in the annual comparison. lthough restaurant receipts and candy store sales were up 6 and 5 per cent respectively ver December, 1938, average monthly sales for these groups during the year 1939 fell off and 1 per cent below corresponding figures for 1938.

Sales for December, 1939, were higher than for December, 1938, in all ections of the country for those lines of business for which regional figures are vailable. Gains reported for the Maritime Provinces, however, averaged somewhat higher han those for other regions. Increases in the Prairie Provinces were, in most cases, lightly higher than those reported in Ontario and Quebec, where increases were closely elated to the increases recorded for the Canada totals. Smaller than average gains ere reported in British Columbia.

Sales of department stores were up 9 per cent for December and 3 per ent for the year. December sales in the Maritime Provinces were 25 per cent higher, hile in Quebec, Ontario and the Prairie Provinces gains of between 9 and 10 per cent ere reported. The increase in British Columbia was 2 per cent over December, 1938. nnual increases ranging from 2 per cent in British Columbia to 7 per cent in the Mariime Provinces were recorded in all regions of the country.

Sales of a representative number of jewellery stores in Canada were 24 per ent higher in December, 1939, than in the same month of 1938.

Increases in sales of variety stores in Canada amounted to 10 per cent over December, 1938, and 4 per cent over annual totals for 1938. Gains recorded by the various economic divisions over December, 1938, were as follows: 14 per cent for the Maritime Provinces, 11 per cent for Quebec, 10 per cent for the Prairie Provinces, and 8 per cent for both Ontario and British Columbia. Gains in annual averages over 1938 ranged from 1 per cent in the Prairie Provinces to 5 per cent in Quebec.

Drug store sales in Canada were up 8 per cent over December, 1938, and 2 per cent over the year 1938. In the Maritime Provinces, sales increased 21 per cent over December of the previous year, other increases being 11 per cent in the Prairie Provinces, 8 per cent in Quebec, and 6 per cent in both Ontario and British Columbia. Annual averages were from 1 to 5 per cent higher.

Sales of men's clothing stores increased 9 per cent over December, 1938, while annual sales for 1939 were 1 per cent higher than sales in the previous year. An increase of 22 per cent was recorded in the Maritime Provinces over December, 1938, while sales in the Prairie Provinces gained 15 per cent in the same comparisoh. Other increases recorded over December, 1938, were as follows: 9 per cent in Ontario and British Columbia and 4 per cent in Quebec. Increases recorded by the various regions over annual totals for 1938 were 4 per cent in the Maritime Provinces, Prairie Provinces and British Columbia, and 1 per cent in Ontario. Sales in Quebec during 1939 were 1 per cent lower than in 1938.

Much the same trend prevailed in the results for women's clothing as that obtaining in the comparisons for men's clothing, with sales 8 per cent higher than in December, 1938, and 1 per cent above the annual average for 1938. Increases in various regions of the country were as follows: 18 per cent in the Maritime Provinces, 10 per cent in the Prairie Provinces and Ontario, 8 per cent in Quebec and British Columbia. Gains over annual figures for 1938 were 4 per cent in the Maritime Provinces and British Columbia, 3 per cent in the Prairie Provinces and 2 per cent in Ontario. Sales in Quebec were 1 per cent below figures for 1938.

Sales of grocery and meat stores increased 6 per cent both for December and also for the year. December sales in the Prairie Provinces were 20 per cent above sales for December, 1938, while in British Columbia the increase was 19 per cent. Gains of 4 per cent in Ontario and 3 per cent in Quebec were also recorded. Annual averages showed gains within a narrow range -- between 4 per cent in British Columbia and 8 per cent in the Prairie Provinces.

The summary of department store sales by departments, contained on Page 8 of this bulletin, shows that sales of 16 firms reporting figures on this basis increased 10 per cent over December, 1938. Substantial gains in sales of household lines were an outstanding feature, with gains of 19 per cent in furniture, 16 per cent in hardware, 15 per cent in home furnishings, 13 per cent in radios and musical instruments, and 11 per cent in household appliances being reported. Sales of men's and women's clothing each showed improvement of 11 per cent, while sales of shoes and other footwear advanced 3 per cent. There was an increase of 13 per cent in sales of piece goods, while small-ware and drug departments showed gains of 8 and 7 per cent respectively. The only decline reported was in sales of food departments where sales fell off ½ of one per cent.

Comparison of Retail Sales in Canada, for 1938 and 1939, by Kinds of Business

Kind of Business	December, 1939 + or - per cent compared with			Cumulative Indexes
	December 1930	December 1938	November 1939	Jan.-Dec., 1939 / Jan.-Dec., 1938
General Index	- 2.6	+ 8.5	+ 37.9	+ 3.2
Boots and Shoes	- 7.9	+ 15.5	+ 78.4	- 1.7
Candy	- 29.5	+ 4.7	+134.5	- 1.2
Men's Clothing	+ 25.5	+ 8.7	+ 39.7	+ 1.1
Women's Clothing	- 22.2	+ 8.1	+ 43.0	+ 0.7
Departmental	- 0.6	+ 9.4	+ 52.2	+ 3.3
Drugs	+ 12.5	+ 8.1	+ 34.3	+ 2.3
Furniture	- 1.7	+ 15.4	+ 26.0	+ 4.0
Groceries and Meats	+ 2.6	+ 6.3	+ 21.6	+ 5.7
Hardware	- 6.2	+ 11.2	+ 15.1	+ 1.0
Music and Radio	- 47.1	+ 5.3	+ 14.9	+ 2.1
Restaurant	- 27.6	+ 5.7	+ 8.6	- 2.2
Variety	+ 11.1	+ 9.9	+102.5	+ 3.7

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index(d)			Boots and Shoes			Candy(h)			Men's Clothing(c)(d)			Women's Clothing(d)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
December, 1929 ...	138.5	142.8	107.4	155.6	160.7	114.8	201.5	206.7	111.1	127.3	132.8	103.8	172.1	179.6	97.1
December, 1930 ...	125.5	125.8	94.6	130.9	131.9	94.2	162.0	161.0	86.6	112.9	114.1	89.1	154.4	156.0	84.3
December, 1931 ...	110.3	110.2	80.5	123.9	124.9	89.2	154.6	153.0	82.3	94.7	95.7	74.8	140.2	141.7	76.6
December, 1932 ...	89.9	85.2	62.2	102.7	96.7	69.0	131.4	123.0	66.1	84.1	78.8	61.6	131.1	122.8	66.4
December, 1933 ...	88.4	86.6	63.2	96.1	93.1	65.1	112.1	107.9	58.0	77.5	74.8	58.4	129.2	124.7	67.4
December, 1934 ...	95.1	94.2	68.8	121.5	117.0	78.0	115.4	112.0	60.2	99.8	98.1	76.6	128.1	126.0	68.1
December, 1935 ...	98.6	101.7	74.2	117.2	121.0	77.5	116.8	119.7	64.3	106.7	111.3	74.2	130.1	135.8	73.4
December, 1936 ...	108.3	108.3	79.1	110.6	111.5	69.7	114.7	113.5	61.0	132.2	133.6	80.5	108.7	109.8	70.8
December, 1937 ...	115.6	118.5	86.5	129.2	137.3	85.8	113.1	120.6	64.8	137.9	143.9	86.7	111.4	116.2	75.0
December, 1938 ...	112.6	106.9	78.0	104.4	98.3	61.5	109.1	104.8	56.3	130.3	122.0	73.5	111.1	104.0	67.1
December, 1939 ...	122.2	119.9	87.5	120.6	117.2	73.2	114.2	113.2	60.9	141.7	136.7	82.4	120.1	115.9	74.8
1939															
January	62.3	64.1	78.2	38.5	40.0	74.0	37.5	38.5	53.5	55.1	57.0	80.3	48.5	50.2	76.0
February	61.5	65.7	75.5	32.5	34.6	64.0	50.0	54.3	54.3	44.7	47.7	75.7	40.3	42.9	72.7
March	72.9	70.1	76.2	48.8	47.4	55.1	43.8	43.5	51.1	55.5	53.3	66.6	59.7	57.4	66.0
April	81.7	83.7	79.0	82.4	82.6	77.2	78.8	78.6	60.5	79.9	81.4	74.7	89.4	91.0	71.7
May	84.8	84.9	80.9	85.9	86.4	70.2	54.0	53.8	54.9	75.0	75.8	73.6	74.4	75.2	70.2
June	86.6	85.9	85.0	107.5	107.3	74.5	42.8	43.5	56.4	80.7	80.0	75.5	74.6	73.9	65.4
July	71.5	73.6	83.6	69.8	72.0	76.6	43.8	42.6	50.7	62.9	65.4	80.8	57.0	59.3	69.8
August	73.4	71.2	81.8	53.7	52.5	69.1	47.2	46.7	49.7	56.7	55.1	75.4	49.0	47.6	68.0
September	91.1	89.4	87.6(f)	89.5	87.0	84.4	49.8	48.1	51.7	91.1	87.9	87.9	78.6	75.8	78.2
October	92.1	94.8	88.6	74.6	77.5	79.9	51.6	52.9	55.7	105.7	109.4	87.5(f)	93.3	96.5	78.5(f)
November	88.6	88.3	83.3	67.6	67.7	66.4(f)	48.7	49.6	57.7(f)	101.4	101.3	82.4	84.0	83.9	75.5
December	122.2	119.9	87.5	120.6	117.2	73.2	114.2	113.2	60.9	141.7	136.7	82.4	120.1	115.9	74.8

(c) Includes men's furnishings.
(d) Revised to census trend.
(f) Final figures.
(h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental			Drugs(d)			Furniture			Groceries and Meats(b)		
	A	B	C	A	B	C	A	B	C	A	B	C
December, 1929 ...	154.1	158.3	104.2	116.9	117.7	103.3	141.9	145.6	115.6	114.7	119.9	112.0
December, 1930 ...	144.7	144.0	94.7	109.0	107.6	94.4	113.7	112.6	89.4	105.3	107.5	100.4
December, 1931 ...	128.2	127.0	83.6	103.9	101.9	89.4	98.5	97.5	78.0	92.8	94.3	88.2
December, 1932 ...	98.8	95.6	62.9	91.8	87.8	77.0	61.8	59.8	51.1	82.1	75.6	70.6
December, 1933 ...	102.4	103.1	67.8	87.9	85.7	75.2	63.7	63.8	56.9	78.6	74.5	69.6
December, 1934 ...	114.3	115.5	76.0	91.1	89.7	78.7	76.4	76.6	69.0	75.3	73.0	68.2
December, 1935 ...	116.5	119.6	74.8	94.1	94.8	83.2	81.7	84.1	75.8	80.4	84.0	75.7
December, 1936 ...	126.8	125.7	78.6	109.0	106.9	86.2	100.4	99.4	89.5	91.4	93.1	83.8
December, 1937 ...	133.7	133.5	82.4	115.3	112.7	90.9	99.1	100.5	90.5	104.1	110.4	99.5
December, 1938 ...	131.5	127.4	78.6	113.4	108.4	87.4	96.9	93.8	84.5	101.6	93.7	84.4
December, 1939 ...	143.8	144.8	89.4	122.6	119.5	96.4	111.8	112.1	101.0	108.0	102.6	92.5
1939												
January	54.2	55.7	75.2	83.2	83.8	90.1	48.6	49.9	75.6	78.0	81.1	84.4
February	54.2	57.7	72.2	82.2	89.3	91.1	60.0	64.0	77.1	80.0	85.2	86.9
March	65.6	62.4	71.7	91.0	89.0	91.8	65.5	62.8	72.2	92.4	89.1	91.9
April	74.0	77.9	75.7	89.0	89.9	91.7	82.0	85.2	72.9	92.6	93.1	87.9
May	77.4	76.7	75.2	88.8	87.7	91.4	100.1	99.2	78.8	91.9	93.6	90.9
June	75.5	74.3	72.1	85.6	86.5	90.1	80.3	79.6	80.4	102.6	101.6	101.6
July	57.2	58.7	77.3	86.2	84.9	88.4	63.0	64.7	82.9	83.3	86.9	88.7
August	61.3	58.5	73.1	86.1	84.5	86.2	82.3	78.8	78.8	87.1	85.3	92.7
September	89.4	90.1	86.6	90.3	89.2	87.5(f)	92.2	92.4	77.0	98.1	93.2	93.2
October	100.8	103.6	90.0(f)	92.7	93.4	91.6	104.4	107.2	95.7(f)	86.9	90.2	90.2(f)
November	94.5	93.3	81.8	91.3	92.6	92.6	88.7	87.9	87.0	88.8	89.0	89.9
December	143.8	144.8	89.4	122.6	119.5	96.4	111.8	112.1	101.0	108.0	102.6	92.5

(b) Indexes of grocery and meat store sales have been revised from January, 1936.
Beginning with September, 1939, the index of grocery and meat store sales was constructed from returns submitted by all the larger chain store companies and by 1,200 independent stores which reported sales figures for corresponding months of this year and last. Indexes for earlier months of 1939 were computed from chain figures only. The introduction of the results for independent stores permits a more accurate comparison between September of this year and last but prevents a legitimate comparison between September and August of 1939.
(d) Revised to census trend.
(f) Final figures.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations

Year and Month	Hardware			Music and Radio(d)			Restaurants(d)			Variety		
	A	B	C	A	B	C	A	B	C	A	B	C
December, 1929 ...	134.7	138.0	123.2	194.7	199.2	117.9	111.7	111.0	108.8	194.2	200.8	108.5
December, 1930 ...	109.8	108.2	96.6	173.2	170.4	100.8	94.6	92.8	91.0	186.0	187.8	101.5
December, 1931 ...	91.7	90.4	80.7	107.7	106.0	63.5	78.9	77.4	75.9	180.4	181.4	98.1
December, 1932 ...	59.1	58.2	52.0	69.3	68.2	42.1	62.0	60.1	58.9	147.7	138.6	74.9
December, 1933 ...	63.1	64.7	57.7	63.4	64.9	41.1	56.4	55.3	54.2	145.2	140.5	76.0
December, 1934 ...	77.6	79.5	71.0	77.5	79.3	50.2	60.1	59.2	58.0	159.6	155.1	83.8
December, 1935 ...	79.6	81.5	72.8	78.2	80.0	50.6	65.4	65.0	63.7	164.0	169.7	84.9
December, 1936 ...	86.4	84.8	75.7	94.5	93.0	67.4	71.5	70.2	68.8	183.0	184.1	92.0
December, 1937 ...	92.1	90.5	80.8	90.9	89.4	64.8	68.4	66.9	65.6	188.2	200.4	100.2
December, 1938 ...	92.6	90.9	81.2	87.0	85.6	62.0	64.8	62.8	61.6	188.0	176.7	88.3
December, 1939 ...	103.0	105.4	94.1	91.6	93.7	67.9	68.5	67.2	65.9	206.6	200.0	100.0
1939												
January	51.5	52.7	95.8	49.4	50.5	64.0	56.2	55.9	60.1	59.6	61.7	97.9
February	45.5	48.5	86.7	45.1	48.1	60.9	51.6	56.1	58.4	60.3	64.3	89.3
March	58.5	55.5	79.2	52.2	49.4	61.0	59.6	58.3	60.1	69.2	67.3	84.1
April	78.5	83.7	80.4	59.0	62.9	67.6	58.6	59.6	59.0	86.8	87.0	94.6
May	111.2	109.4	80.5	77.8	76.5	67.1	63.1	61.9	61.9	91.6	92.2	92.2
June	104.2	102.6	86.2	61.2	60.2	66.2	57.3	57.9	57.3	98.6	98.4	95.6
July	96.1	98.4	89.4	53.4	54.6	70.1	60.4	59.5	57.7	91.8	95.0	95.0
August	99.7	94.4	91.7	56.5	53.5	69.5	63.9	62.7	59.1	85.1	83.0	90.2
September	110.2	112.8	94.0	76.4	78.2	65.7	65.4	65.5	62.3	96.9	93.8	96.7
October	102.2	104.5	90.9(f)	82.1	84.0	66.7(f)	64.9	64.6	64.6(f)	101.1	104.6	104.6
November	89.5	88.1	88.1	79.7	78.4	62.7	63.1	63.9	66.6	102.0	102.3	101.3(f)
December	103.0	105.4	94.1	91.6	93.7	67.9	68.5	67.2	65.9	206.6	200.0	100.0

(d) Revised to census trend.
(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

ear and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
			Men's Clothing Stores(c)			
ecember, 1936 ..	167.5	177.9	151.8	174.5	150.4	182.1
ecember, 1937 ..	174.8	187.8	164.9	181.3	150.8	189.9
ecember, 1938 ..	165.3	175.8	144.3	174.1	151.1	174.3
ecember, 1939 ..	179.6	214.2	150.7	189.5	173.9	189.7
939						
July	79.8	98.8	83.9	73.8	76.7	87.5
August	71.8	89.1	72.7	67.4	65.6	87.6
September	115.5	104.4	114.2	110.5	144.9	110.7
October	134.0(f)	122.2	114.4	131.5	192.4	126.1
November	128.5	142.6	117.2	130.1	147.4	112.1
December	179.6	214.2	150.7	189.5	173.9	189.7
Change, December, 1939 / December, 1938	+ 8.7	+21.8	+ 4.4	+ 8.8	+15.1	+ 8.8
Change, Jan.-Dec., 1939 / Jan.-Dec., 1938	+ 1.1	+ 3.9	- 0.8	+ 0.8	+ 3.6	+ 4.1
			Women's Clothing Stores			
ecember, 1936 ..	152.6	156.8	142.0	160.1	146.9	148.2
ecember, 1937 ..	156.4	189.8	143.6	164.3	145.7	144.7
ecember, 1938 ..	156.0	179.7	138.0	161.8	155.0	146.1
ecember, 1939 ..	168.7	211.7	149.5	177.3	170.9	157.0
39						
July	80.1	96.5	81.7	76.0	81.6	87.7
August	68.8	93.1	63.4	64.9	73.8	85.7
September	110.4	108.2	102.7	111.0	118.8	117.1
October	131.0(f)	136.9	119.2	131.3	151.5	129.3
November	117.9	145.3	107.4	122.2	122.9	106.2
December	168.7	211.7	149.5	177.3	170.9	157.0
Change, December, 1939 / December, 1938	+ 8.1	+17.8	+ 8.3	+ 9.6	+10.3	+ 7.5
Change, Jan.-Dec., 1939 / Jan.-Dec., 1938	+ 0.7	+ 3.9	- 1.2	+ 1.8	+ 2.5	+ 4.3
			Grocery and Meat Stores (b)			
cember, 1936 ..	115.2	(a)	109.8	117.9	110.9	129.1
cember, 1937 ..	131.3	(a)	126.7	133.8	127.5	141.7
cember, 1938 ..	128.1	(a)	131.9	134.9	108.4	108.1
cember, 1939 ..	136.2	(a)	135.7	139.7	130.2	128.7
39						
July	105.4	(a)	99.6	104.1	118.2	109.9
August	109.8	(a)	100.1	106.7	135.2	121.7
September	123.7	(a)	117.6	122.0	143.1	124.2
October	109.5(f)	(a)	109.6	108.0	115.4	107.5
November	112.0	(a)	109.3	113.8	114.5	107.8
December	136.2	(a)	135.7	139.7	130.2	128.7
hange, ecember, 1939 / ecember, 1938	+ 6.3	(a)	+ 2.9	+ 3.6	+20.1	+19.1
hange, an.-Dec., 1939 / an.-Dec., 1938	+ 5.7	(a)	+ 6.5	+ 4.7	+ 8.1	+ 4.1

Figures for the Maritime Provinces are withheld to avoid disclosing individual opera-ns. (b) Beginning with September, 1939, the index of grocery and meat store sales was structed from returns submitted by all the larger chain store companies and by 1,200 ependent stores which reported sales figures for corresponding months of this year and t. Indexes for earlier months of 1939 were computed from chain figures only. The in-duction of the results for independent stores permits a more accurate comparison ween September of this year and last but prevents a legitimate comparison between tember and August of 1939. (c) Includes men's furnishings. (f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
			Department Stores			
December, 1936 ..	169.9	176.6	171.6	177.5	160.6	162.0
December, 1937 ..	178.0	186.9	189.0	185.8	161.2	172.2
December, 1938 ..	175.1	172.0	189.9	178.2	163.0	174.5
December, 1939 ..	191.7	241.8	207.7	195.9	178.4	177.1
1939						
July	76.2	86.4	77.2	71.9	74.0	88.3
August	81.7	85.3	84.2	78.7	77.9	95.4
September	119.3	101.6	125.1	119.1	120.6	120.1
October	134.4(f)	125.2	128.1	122.3	161.9	122.6
November	126.0	131.9	128.5	126.2	128.7	112.6
December	191.7	214.8	207.7	195.9	178.4	177.1
% Change, December, 1939 / December, 1938	+ 9.4	+24.9	+ 9.4	+ 9.9	+ 9.4	+ 1.5
% Change, Jan.-Dec., 1939 / Jan.-Dec., 1938	+ 3.3	+ 6.6	+ 2.8	+ 3.1	+ 4.9	+ 1.8
			Variety Stores			
December, 1936 ..	203.3	217.8	184.9	206.3	200.9	228.8
December, 1937 ..	209.2	242.7	194.4	211.3	193.5	234.8
December, 1938 ..	209.0	226.3	198.7	207.8	202.9	248.2
December, 1939 ..	229.6	258.2	219.9	224.4	223.0	267.3
1939						
July	102.0	103.1	114.6	95.2	98.4	106.2
August	94.5	98.3	103.1	88.0	88.4	110.4
September	107.7	110.2	118.7	100.9	106.5	111.3
October	112.3	111.6	118.5	106.9	121.4	111.7
November	113.4(f)	118.9	116.4	109.2	117.9	115.2
December	229.6	258.2	219.9	224.4	223.0	267.3
Change, December, 1939 / December, 1938	+ 9.9	+14.1	+10.7	+ 8.0	+ 9.9	+ 7.7
Change, Jan.-Dec., 1939 / Jan.-Dec., 1938	+ 3.4	+ 3.2	+ 5.4	+ 1.9	+ 0.6	+ 4.2
			Drug Stores			
December, 1936 ..	130.7	145.0	119.4	129.8	135.9	139.1
December, 1937 ..	138.3	157.0	128.5	139.4	134.8	146.4
December, 1938 ..	136.0	136.9	125.9	137.0	141.6	141.0
December, 1939 ..	147.0	165.6	135.8	144.8	156.4	149.9
1939						
July	103.3	105.7	103.0	103.4	101.3	106.0
August	103.2	110.1	103.8	102.0	100.4	109.7
September	108.3(f)	107.7	104.9	105.9	116.7	112.6
October	111.1	108.5	113.0	105.1	123.7	116.4
November	109.5	110.8	114.2	108.5	109.2	103.5
December	147.0	165.6	135.8	144.8	156.4	149.9
Change, December, 1939 / December, 1938	+ 8.1	+21.0	+ 7.9	+ 5.7	+10.5	+ 6.3
Change, Jan.-Dec., 1939 / Jan.-Dec., 1938	+ 2.3	+ 4.6	+ 3.9	+ 0.9	+ 4.2	+ 0.7

(f) Final figures.

Department Store Sales in Canada, by Selected Departments
December, 1938 and December, 1939

(Based on sales of 16 firms)

	December 1938	December 1939	% Change 1939/38
	$	$	
TOTAL SALES, ALL DEPARTMENTS	32,632,174	35,804,912	+ 9.7
1. Women's Dresses, coats and suits	2,268,574	2,576,099	+ 13.6
2. Girls' and infants' wear	1,156,810	1,265,046	+ 9.4
3. Hosiery and gloves	1,967,530	2,111,350	+ 7.3
4. Lingerie and corsets	1,706,798	1,909,302	+ 11.9
5. Millinery	232,030	253,436	+ 9.2
6. Women's and children's apparel - (Total, 1-5)	7,331,742	8,115,233	+ 10.7
7. Men's and boys' clothing and furnishings	4,405,874	4,905,814	+ 11.3
8. Drugs and toilet articles and preparations ..	1,374,940	1,464,713	+ 6.5
9. Piece goods	1,773,603	2,007,432	+ 13.2
10. Smallwares	1,558,757	1,684,865	+ 8.1
11. Food and kindred products	2,524,156	2,512,602	- 0.5
12. Furniture (including mattresses, springs) ...	992,021	1,175,349	+ 18.5
13. Home furnishings	1,605,436	1,852,473	+ 15.4
14. Household appliances and electrical supplies.	634,491	703,992	+ 11.0
15. Hardware and kitchen utensils	710,983	821,526	+ 15.5
16. Radios, musical instruments and supplies	557,708	631,858	+ 13.3
17. Shoes and other footwear	2,272,306	2,685,916	+ 18.2
18. Stationery, books and magazines	1,268,316	1,308,510	+ 3.2
19. All other departments, total	5,621,841	5,934,629	+ 5.6

INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)